

# **North America Cosmetic Preservatives Market Forecast to 2031 - Regional Analysis - by Source (Natural and Synthetic), Product Type (Parabens, Formaldehyde Releasers, Organic Acids, Quaternary Compounds, Phenol Derivatives, Alcohols, and Others), and Application (Hair Care, Skin Care, Makeup Products, Toiletries, Perfumes and Deodorants, and Others)**

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## **Abstracts**

The North America cosmetic preservatives market was valued at US\$ 123.20 million in 2023 and is expected to reach US\$ 185.46 million by 2031; it is estimated to register a CAGR of 5.2% from 2023 to 2031.

### **Increased Consumption of Skincare and Makeup Products Fuels North America Cosmetic Preservatives Market**

In recent times, awareness regarding skin health and appearance has increased significantly among consumers across the globe. Consumers seek skincare and makeup products that make their skin appear healthy, youthful, and radiant due to increased consciousness regarding appearance in social settings. Moreover, the rising disposable income of consumers increases their purchasing power. The rise in expenditure on skincare and makeup products plays a major role in boosting the business of the cosmetic & personal care industry worldwide. To meet the evolving consumer demand for advanced personal care and cosmetic products, manufacturers are introducing highly innovative products and formulations. This includes advancements in skincare, haircare, color cosmetics, and other personal care products.

These advancements and expansions in product manufacturing boost the demand for cosmetic ingredients such as preservatives. Cosmetic preservatives such as parabens, formaldehyde releasers, phenol derivatives, and organic acids are among the essential ingredients in cosmetics and personal care formulations. They act as antimicrobial agents, antioxidants, and stabilizers and enhance the shelf life of the final product. Thus, increased consumption of skincare and makeup products drives the cosmetic preservatives market.

## North America Cosmetic Preservatives Market Overview

The cosmetics industry in the US is evolving rapidly, with the presence of several small and medium-sized firms engaged in ingredient and product research and development, distribution, marketing, and sales through offline and online platforms. Several states in the country are passing various regulations and laws for the production of cosmetic products and promoting natural preservatives. For instance, Washington's Legislature passed the Toxic-Free Cosmetics Act (TFCA) in 2023, which aimed to restrict the manufacturing, sales, and distribution of cosmetic products containing toxic chemicals within the state to promote the manufacturing of cosmetic products with natural preservatives. Such government initiatives and regulations propel the demand for cosmetic preservatives sourced naturally in the US.

## North America Cosmetic Preservatives Market Revenue and Forecast to 2031 (US\$ Million)

## North America Cosmetic Preservatives Market Segmentation

The North America cosmetic preservatives market is categorized into source, product type, application, and country.

By source, the North America cosmetic preservatives market is bifurcated into natural and synthetic. The synthetic segment held a larger share of the North America cosmetic preservatives market share in 2023.

In terms of product type, the North America cosmetic preservatives market is segmented into parabens, formaldehyde releasers, organic acids, quaternary compounds, phenol derivatives, alcohols, and others. The organic acids segment held the largest share of the North America cosmetic preservatives market share in 2023.

Based on application, the North America cosmetic preservatives market is segmented

into hair care, skin care, makeup products, toiletries, perfumes and deodorants, and others. The skin care segment held the largest share of the North America cosmetic preservatives market share in 2023.

Based on country, the North America cosmetic preservatives market is segmented into the US, Canada, and Mexico. The US segment held the largest share of North America cosmetic preservatives market in 2023.

Akema S.R.L.; Ashland Inc; BASF SE; Clariant AG; Evonik Industries AG; Lanxess AG; Symrise AG; Celanese Corp; Tate & Lyle Plc; INEOS Group Holdings SA; Biosynth AG; Valtris Specialty Chemicals Inc; Sharon group; CHEMIPOL, S.A.; and SEIWA KASEI Co, Ltd. are some of the leading companies operating in the North America cosmetic preservatives market.

#### Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the North America cosmetic preservatives market.

Highlights key business priorities to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the North America cosmetic preservatives market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth North America market trends and outlook coupled with the factors driving the North America cosmetic preservatives market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

## The List of Companies - North America Cosmetic Preservatives Market

Akema S.R.L.

Ashland Inc

BASF SE

Clariant AG

Evonik Industries AG

Lanxess AG

Symrise AG

Celanese Corp

Tate & Lyle Plc

INEOS Group Holdings SA

Biosynth AG

Valtris Specialty Chemicals Inc

Sharon group

CHEMIPOL, S.A.

SEIWA KASEI Co, Ltd.

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