

Personal Care Ingredients Market Size, Share, and Outlook, 2025 Report- By Type (Emollients, Surfactants, Emulsifiers, Rheology Modifiers), Active Ingredient (Application (Skin Care, Hair Care, Oral Care, Make-up, Others), Source (Organic, Conventional), and Companies, 2021-2032

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Abstracts

Personal Care Ingredients Market Outlook

The global Personal Care Ingredients market is expected to register a growth rate of 5.7% during the forecast period from \$16.2 Billion in 2024 to \$25.2 Billion in 2032. The Personal Care Ingredients market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Personal Care Ingredients segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Emollients, Surfactants, Emulsifiers, Rheology Modifiers), Active Ingredient (Application (Skin Care, Hair Care, Oral Care, Make-up, Others), Source (Organic, Conventional). Over 70 tables and charts showcase findings from our latest survey report on Personal Care Ingredients markets.

Personal Care Ingredients Market Insights, 2025

The personal care ingredients market in 2025 is a dynamic and innovation-driven sector supplying raw materials such as emollients, surfactants, emulsifiers, preservatives, active botanicals, and fragrances for skin care, hair care, cosmetics, and hygiene

products. Increasing consumer demand for natural, sustainable, and multifunctional ingredients propels research into plant-derived actives, bio-based polymers, and microbiome-friendly formulations. Regulatory focus on ingredient safety and environmental impact drives reformulation of products with biodegradable and non-toxic ingredients. The market also benefits from digital technologies enabling targeted ingredient discovery and efficacy validation. Regions with developed cosmetics industries, including North America, Europe, and Asia-Pacific, lead ingredient innovation and adoption. Challenges include balancing performance with sustainability and regulatory compliance across diverse markets. The personal care ingredients market in 2025 reflects broader consumer trends toward clean beauty, efficacy, and ecological responsibility.

Five Trends that will define global Personal Care Ingredients market in 2025 and Beyond

A closer look at the multi-million global market for Personal Care Ingredients identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Personal Care Ingredients companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Personal Care Ingredients industry?

The Personal Care Ingredients sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Personal Care Ingredients Market Segment Insights

The Personal Care Ingredients industry presents strong offers across categories. The analytical report offers forecasts of Personal Care Ingredients industry performance across segments and countries. Key segments in the industry include By Type (Emollients, Surfactants, Emulsifiers, Rheology Modifiers), Active Ingredient (Application

(Skin Care, Hair Care, Oral Care, Make-up, Others), Source (Organic, Conventional). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Personal Care Ingredients market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Personal Care Ingredients industry ecosystem. It assists decision-makers in evaluating global Personal Care Ingredients market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Personal Care Ingredients industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

Asia Pacific Personal Care Ingredients Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Personal Care Ingredients Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents

optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Personal Care Ingredients with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Personal Care Ingredients market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Personal Care Ingredients market Insights Executives are most excited about opportunities for the US Personal Care Ingredients industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Personal Care Ingredients companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Personal Care Ingredients market.

Latin American Personal Care Ingredients market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Personal Care Ingredients Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Personal Care Ingredients markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria,

South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Personal Care Ingredients markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Personal Care Ingredients companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Ashland Global Holdings Inc., BASF SE, Croda International Plc., Evonik Industries AG, Lonza Group Ltd., Solvay SA, Akzo Nobel N.V., Clariant AG, The Dow Chemical Company, Wacker Chemie AG.

Personal Care Ingredients Market Scope

Leading Segments

By Type

Emollients

Surfactants

Emulsifiers

Rheology Modifiers

Active Ingredients

By Application

Skin Care

Hair Care

Oral Care

Make-up

Others

By Source

Organic

Conventional

Leading Companies

Ashland Global Holdings Inc.

BASF SE

Croda International Plc.

Evonik Industries AG

Lonza Group Ltd.

Solvay SA

Akzo Nobel N.V.

Clariant AG

The Dow Chemical Company

Wacker Chemie AG

Geographies

North AmericaUS, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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BASF SE

Croda International Plc.

Evonik Industries AG

Lonza Group Ltd.
Solvay SA
Akzo Nobel N.V.
Clariant AG
The Dow Chemical Company
Wacker Chemie AG
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