

# Global Personal Care Ingredients 2010: Market Analysis and Opportunities

**Published 2nd Quarter 2010**

**Base Year: 2009**

### Regional Coverage

United States

Europe

Japan

China

Our unique offering within the personal care ingredients market enables subscribers to access comprehensive market data for selected product groups via an interactive online database.

Data included within the database, will address such questions as:

- What is the size of the personal care ingredients market by region, by product category and type, and by application?
- What are the growth prospects within each region and application?
- What are comparative pricing differences for each product by region?
- Who are the leading suppliers?

The database will be updated annually, and subscribers will need to renew their subscriptions yearly.

## Report Scope

The *Personal Care Ingredients Global Database 2010* provides demand estimates for key regional markets including Europe, the United States, China, and Japan. The interactive functions of the database allows users to customize views according to supplier, ingredient type, and application. Data includes:

- Consumption of key personal care ingredients by application and region
- Supplier sales by ingredient type, application, and region
- Average market pricing of ingredient by region
- Forecast consumption of ingredient within a five year timeframe

Personal care ingredients covered in this program are grouped into eight product categories:

- Antimicrobials
- Emollients
- Hair fixative polymers
- Rheology control agents
- Skin-whitening actives
- Specialty conditioning polymers
- Specialty surfactants
- Ultraviolet (UV) absorbers

The base year for this program is 2009 and includes forecasts to the year 2014.

## Key Benefits

This global program will empower marketing and product managers and directors within the personal care ingredients industry by assisting understanding of the evolution of the market in each significant region, product group and application. Subscribers as a result will be better positioned to exploit identified business opportunities at a day-to-day operational level and during the strategic planning process.

This program provides subscribers with:

- A reliable and independent assessment of the global personal care ingredients market enabling each subscriber to understand the context in which each regional business operates
- Identification of key growth by product, application and geography to enable development of targeted sales and marketing strategies to exploit high growth areas
- Forecasting scenarios from which to base solid strategic business plans

This program features the FutureView forecasting tool, which allows users to easily change variables to run various "what if" demand scenarios that will help shape business strategy development.

# Global Personal Care Ingredients 2010: Market Analysis and Opportunities

## Program Contents

### Personal Care Ingredients Global Database 2010

*Personal Care Ingredients Global Database 2010* is easy to use and can be accessed online by anyone in your organization from any enterprise location where personal care ingredient data is needed. Data can also be exported to Excel format from the online interface.

*Personal Care Ingredients Global Database 2010* is a practical tool to empower sales, marketing, and strategic management personnel to utilize the most current personal care ingredient data in their areas of responsibility and geographic location. It will help business and product managers to identify and understand consumption trends and make a comparative assessment of personal care ingredients in specific end-use applications. It will also help them to benchmark their company's presence in each product category against their competitors and will aid them in shaping a growth strategy for the long term.

**Specialty Raw Materials**  
For Cosmetics & Toiletries Database Service

**eKline**

HOME MY KLINE CORPORATE WEBSITE CONTACT US LOGOUT

Consumption Supply Quick Search:

Current Search Criteria:  
Country: All Countries  
Product Class: All Product Class  
Product: All Products  
Chemical Type: antimicrobials  
Chemical Category: Antidandruff Agents

Start Over Refine your search

**Result: Consumption Sales (In USD Millions)** [VIEW ALL](#)

View:  Value  Volume Currency in Millions: United States Dollar View By: Consumption [CHANGE](#)

View Search Details by:  ALL  Region  Country  Product Class  Product  Chemical Type  Chemical Category  Chemical [CHANGE](#)

								2005
Grand Total for Selected Criteria								107.4
Region	Country	Product Class	Product	Chemical Type	Chemical Category	Chemical	2005*	
North America	United States	Cosmetics and toiletry application	Cosmetics and toiletry application	Antimicrobials	Antidandruff Agents	Zinc pyrithione	29.3	
Europe	Europe	Cosmetics and toiletry application	Cosmetics and toiletry application	Antimicrobials	Antidandruff Agents	Zinc pyrithione	25.1	
Asia Pacific	China	Cosmetics and toiletry application	Cosmetics and toiletry application	Antimicrobials	Antidandruff Agents	Piroctone olamine	15.5	
Asia Pacific	China	Cosmetics and toiletry application	Cosmetics and toiletry application	Antimicrobials	Antidandruff Agents	Zinc pyrithione	15.2	
North America	United States	Cosmetics and toiletry application	Cosmetics and toiletry application	Antimicrobials	Antidandruff Agents	Other	6.0	
Asia Pacific	China	Cosmetics and toiletry application	Cosmetics and toiletry application	Antimicrobials	Antidandruff Agents	Climbazole	4.8	
Asia Pacific	South East Asia	Cosmetics and toiletry application	Cosmetics and toiletry application	Antimicrobials	Antidandruff Agents	Zinc pyrithione	3.7	

**Specialty Raw Materials**  
For Cosmetics & Toiletries Database Service

**eKline**

HOME MY KLINE CORPORATE WEBSITE CONTACT US LOGOUT

Consumption Supply Quick Search:

Current Search Criteria:  
Country: Japan, South East Asia, China  
Supplier: Ajinomoto, Akzo Nobel, Amcol International, API Corp., Aqualon, Arch Chemicals, Asahi Denka  
Chemical Type: All Chemical Type  
Chemical Category: All Chemical Categories  
Chemical: All Chemicals

Start Over Refine your search

**Result: Supplier Sales (In USD Millions)** [VIEW ALL](#)

View:  Value  Volume Currency in Millions: United States Dollar [CHANGE](#)

View Search Details by:  ALL  Region  Country  Supplier  Chemical Type  Chemical Category  Chemical [CHANGE](#)

								2005
Grand Total for Selected Criteria								27.5
Region	Country	Supplier	Chemical Type	Chemical Category	Chemical	2005*		
Asia Pacific	China	Arch Chemicals	Antimicrobials	Antidandruff Agents	Zinc pyrithione	1.2		
Asia Pacific	South East Asia	Aqualon	Conditioning polymers	Polyquaterniums	Guar hydroxypropyl trimonium chloride	4.6		
Asia Pacific	South East Asia	Arch Chemicals	Antimicrobials	Antidandruff Agents	Zinc pyrithione	3.1		
Asia Pacific	South East Asia	Aqualon	Rheology control agents	Cellulose polymers and glucose derivatives	HEC	2.6		
Asia Pacific	China	Aqualon	Rheology control agents	Cellulose polymers and glucose derivatives	HEC	2.0		
Asia Pacific	China	Aqualon	Rheology control agents	Cellulose polymers and glucose derivatives	CMC	1.7		
Asia Pacific	Japan	API Corp.	Antimicrobials	Antidandruff Agents	Zinc pyrithione	0.9		
Asia Pacific	South East Asia	Aqualon	Rheology control agents	Cellulose polymers and glucose derivatives	CMC	0.7		

**Table 1**

**Market Segments and Product Types Covered**

Market segment	Product type
Antimicrobials	Preservatives
	Antidandruff agents
	Bacteriostats
Emollients	Emollient esters
	Natural oils
Hair fixative polymers	PVP fixative polymers and derivatives
	Amphomer fixative polymers
	Gantrez fixative polymers
	Resyn fixative polymers
Rheology modifiers	Cellulose polymers
	Synthetic polymers
	Inorganics
	Natural gums
Skin-whitening/lightening agents	-
Specialty conditioning polymers	Silicones
	Polyquaterniums
	Conditioning proteins
Specialty surfactants	Amphoterics
	Anionics
	Cationics
	Nonionics
UV Absorbers	Organic UV absorbers
	Inorganic UV absorbers

# Global Personal Care Ingredients 2010: Market Analysis and Opportunities

## Methodology

Kline is unmatched in our ability to gather hard-to-get market and competitive intelligence with a high degree of confidence. Kline's market analysis approach places the principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable.

During the course of field research, Kline's professional staff of industry experts conduct in-depth discussions and personal interviews with a wide range of knowledgeable industry participants and opinion leaders, including leading manufacturers and marketers of personal care ingredients, leading end users and representatives from pertinent government agencies and trade associations.

This approach has proven to be the most effective and reliable approach to obtaining accurate market data, capturing expert insights, and identifying business opportunities. Primary research comprises 95% of the overall research methodology for this report.

In addition, this analysis is supplemented by secondary research drawn from the review of suppliers' product literature and price lists; a search of recent trade and technical literature; Internet sources; and analysis of statistical data from government, industry, and trade associations and agencies.

## Kline Credentials

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for 50 years.

Kline's research and consulting services extend across the entire chemicals industry value chain. Our solutions have helped clients develop better ways to create and profit from new business opportunities, respond to competitive and economic threats, improve productivity, achieve sustainable growth, and optimize performance. Kline provides clients with facts, forecasts, and recommendations based solidly on the realities of the market.

Our market research reports and services are designed to provide subscribers with a deeper understanding of their markets, an outlook for their business, and accurate information about their competitors. Our clients tell us they often use Kline's market research to validate their own internal analysis, and many clients rely on Kline reports as their most critical source of information.

For more information about this study or Kline's other services, e-mail us at [sales@klinegroup.com](mailto:sales@klinegroup.com), visit our website at [www.KlineGroup.com](http://www.KlineGroup.com), or contact us at any of our regional offices listed below.

### Recently published or in-progress research for the Energy industry includes:

- Specialty Actives and Active Delivery Systems for Personal Care
- Specialty Raw Materials for Cosmetics and Toiletries, Volume I: Asia-Pacific
- Specialty Raw Materials for Cosmetics and Toiletries, Volume II: Western Europe
- Specialty Raw Materials for Cosmetics and Toiletries, Volume III: Japan
- Specialty Raw Materials for Cosmetics and Toiletries, Volume IV: United States
- Competitive Intelligence in Specialty Actives and Active Delivery Systems for Cosmetics and Toiletries: U.S. and Western Europe
- Global Cosmetics & Toiletries
- Professional Skin Care Market: U.S., Europe, and China

#### North America

+1-973-435-6262

#### Latin America

+55-11-3079-0792

#### Europe

+32-2-770-4740

#### Japan

+81-3-3242-6277

#### Asia

+86-21-6876-8600

#### India

+91-124-4546-100