

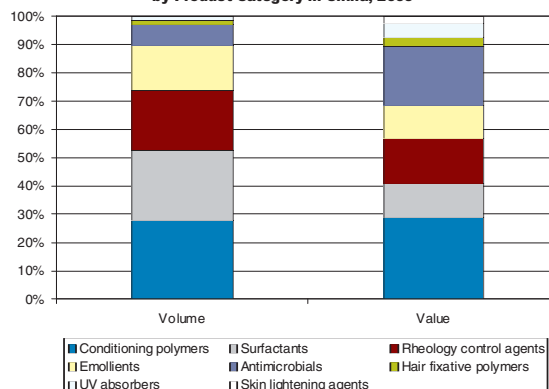
# Global Personal Care Ingredients 2010: China Business Analysis and Opportunities

## Fact Sheet

### The Market

Conditioning polymers, surfactants, and rheology control agents are leading the Chinese personal care ingredients market, which has a total size of about 75,000 tonnes. These ingredient categories are the most widespread in cosmetic and toiletry products, explaining their leading positions. In comparison, skin lightening agents, UV absorbers, and hair fixative polymers are still minor within the Chinese market.

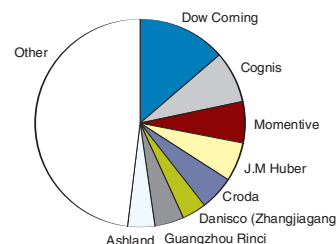
Total Market Breakdown for Personal Care Ingredients by Product Category in China, 2009



### Companies

The Chinese ingredient market is concentrated since the top nine players account for about 54% of the overall market. Most of the leading competitors are global companies such as Cognis or Croda. Due to the high concentration on their segments, as well as to the large size of it, key conditioning polymers suppliers such as Momentive and Dow Corning are amongst the overall leaders.

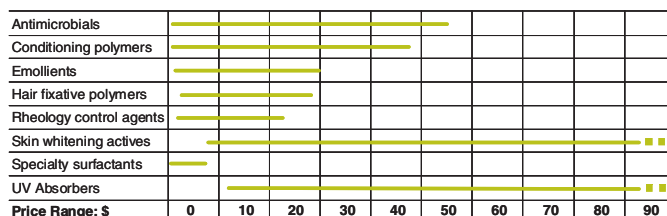
Market Share of the Leading Seven Suppliers in China, 2009



### Pricing

Prices of personal care ingredients in China range from \$1.00/kg to almost \$20,000.00/kg for some skin lightening actives. Not taking in account extremes, products considered in this survey are in the range from \$1.00/kg to \$50.00/kg. The most expensive product categories are skin lightening actives and UV absorbers, whereas surfactants are usually the cheapest products.

Pricing Summary China, 2009



### Future Outlook

The personal care ingredients market in China is expected to be very dynamic between 2009 and 2014. Kline expects an average annual volume growth rate approaching 10% during that period. Emollients are expected to enjoy the highest growth rate, with a double-digit annual average twice as large as the growth of hair fixative polymers, which are expected to remain a niche market in China.

Volume Growth by Product Category in China, 2009 to 2014

