

Personal Care Ingredients: Market Analysis

To Be Published 2nd Quarter 2012

Base Year: 2011

Forecasts to the year 2016

Regional Coverage

China

Europe

India

Japan

Southeast Asia

United States

Personal Care Ingredients: Market Analysis is an interactive database containing data on over 100 personal care ingredients in key regional markets. The database includes eight groups of personal care ingredients, with the data segmented by skin care, hair care, sun care, oral care and other applications. Data is presented in several different views, including supplier, ingredient type, and application, and will help answer key questions such as:

- What are the sales of ingredients by supplier and end-use application in each region?
- Which suppliers are active in the market, and which ingredients are they supplying?
- What is the historical consumption of ingredients for each end-use application?
- What are the average prices of various ingredients by application?
- What is the forecast consumption in 2016 by application and ingredient?

Now featuring market drivers, latest trends, and regulatory issues overview in the detailed executive summary.

NEW: Industry updates published tri-annually.

Database Features

Personal Care Ingredients: Database will provide demand estimates for key regional markets including Europe, the United States, Japan, China, Southeast Asia, and India. The interactive functions of the database will allow users to customize views according to supplier, ingredient type, and application. Data will include:

- 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 ingredients within a five timeframe

Subscribers to this database will receive an executive summary - a briefing covering market developments in 2011, the impact of key trends and regulatory issues on the personal care ingredients business.

Additional qualitative updates, including information about latest industry news and trends, will be published three times a year with notifications delivered to your inbox.

Functionality and Benefits

Personal Care Ingredients: Database 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: Database 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.

Table 1: Regional Data

Region	Historical data	Base year	Forecast data
United States	2005, 2009	2011	2012-2016
Europe (EU-27)	2005, 2009	2011	2012-2016
Japan	2005, 2009	2011	2012-2016
China	2005, 2009	2011	2012-2016
Southeast Asia	2005	2011	2012-2016
India	2010	2011	2012-2016

Table 2: Ingredient Groups and Sub-groups to be Covered

Ingredient group	Ingredient sub-group
Antimicrobials	Preservatives
	Antidandruff agents
	Bacteriostats
Emollients	Emollient esters
	Natural oils
Emulsifiers	Ethoxylates emulsifiers
	Fatty ester emulsifiers
	Silicone emulsifiers
	Polymer emulsifiers
Hair fixative polymers	PVP fixative polymers and derivatives
	Amphomer fixative polymers
	Luviset PUR
	Gantrez fixative polymers
	Resyn fixative polymers
Rheology modifiers	Cellulose polymers
	Synthetic polymers
	Inorganics
	Natural gums
Specialty conditioning polymers	Silicones
	Polyquaterniums
	Conditioning proteins
Specialty surfactants	Amphoterics
	Anionics
	Cationics
	Nonionics
Ultraviolet (UV) absorbers	Organic UV absorbers
	Inorganic UV absorbers

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
- An appraisal of market trends, supply, and demand drivers enabling subscribers to position their products to maximize trends within the market
- Competitive intelligence for use in benchmarking and to enable subscribers to identify best practice in the industry
- 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.

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 will comprise 95% of the overall research methodology for this report.

In addition, this analysis will be 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 over 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, visit our website at www.KlineGroup.com, or contact us at any of our regional offices listed below.

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Recently published or in-progress research for the Personal Care/Chemicals industry includes:

- Specialty Actives and Active Delivery Systems for Personal Care
- Specialty Raw Materials for Cosmetics and Toiletries Global Series
- Personal Care: U.S. Competitor Cost Structures
- Specialty Raw Materials for Home and Fabric Care Products: United States and Western Europe
- Opportunities in Specialty Actives and Active Delivery Systems for Cosmetics and Toiletries: U.S. and Western Europe
- Competitive Intelligence in Specialty Actives and Active Delivery Systems for Cosmetics and Toiletries: U.S. and Western Europe
- Global Cosmetics & Toiletries
- Cosmetics & Toiletries USA (continuing service)
- Professional Skin Care Market: U.S., Europe, and China