



Personal Care Ingredients: Global Market Analysis

Published March 2016

Base Year: 2015

Forecasts to 2020

Regional Coverage: Brazil ■ China ■ Europe ■ India ■ Japan ■ Southeast Asia ■ United States

Personal Care Ingredients: Global Market Analysis is a comprehensive analysis of the ingredients used in personal care formulations, their consumption and supply, drivers and restraints affecting their growth, and their use in different personal care applications.

The data is presented in a new interactive database containing data on over 130 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.

This Report Helps Subscribers Answer 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 2020 by application and ingredient?



Report Contents*

Personal Care Ingredients: Global Market Analysis comes as two key deliverables a fully interactive database based on a new platform and a concise report per ingredient group and per region considered structured as follow:

- Product overview
 - Grades
 - Pricing analysis
- Market sizing
 - Consumption per product type
 - Consumption per application
 - Trends
- Competitive landscape
 - Supplier market share
- Appraisal and outlook
 - Growth drivers and restraints
 - Outlook

Table 1: Ingredients Coverage and Segmentation

| Ingredient group | Ingredient category |
|-------------------------|----------------------------|
| Antimicrobials | Preservatives |
| | Bacteriostats |
| | Antidandruff agents |
| Conditioning polymers | Silicones |
| | Polyquaterniums |
| | Conditioning proteins |
| Emollients | Emollients esters |
| | Natural oils |
| | Others |
| Emulsifiers | Ethoxylates |
| | Anionic emulsifiers |
| | Fatty esters |
| | Alkyl esters |
| | Silicones |
| | Veg-based emulsifiers |
| Hair fixative polymers | PVP and derivatives |
| | Acrylates copolymers |
| | Polyurethane |
| | Starch |
| | Dehydroxanthan gum |
| Rheology control agents | Cellulosics |
| | Inorganics |
| | Synthetic organic polymers |
| | Natural gums |
| | Modified starches |
| Surfactants | Amphoterics |
| | Anionics |
| | Cationics |
| | Non-ionics |
| UV absorbers | Organics |
| | Inorganics |

NOTE: This table shows only category headers. A full list of ingredients is available online.





Scope

Personal Care Ingredients: Global Market Analysis provides demand estimates for key regional markets including Europe, the United States, Brazil, Japan, China, Southeast Asia, and India. The interactive functions of the database allow 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 ingredients within a five-year timeframe

Key Benefits

Personal Care Ingredients: Global Market Analysis 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. Personal Care Ingredients: Database is a practical tool designed for marketing, business, and product managers to help them 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
- Identify and understand consumption trends
- Make a comparative assessment of personal care ingredients in specific end-use applications
- Design product development, marketing, and sales strategies
- Develop market-entry and market expansion strategies
- Benchmark different geographies by historic and forecast growth of the personal care ingredients market
- Shape a growth strategy for the long term



Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 50-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

Primary Research

We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence procurement and assessment, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. 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.

A FULL SPECTRUM OF SERVICES



North America
+1-973-435-3407

Latin America
+55-11-3079-0792

Europe
+32-2-770-4740

China
+86-21-6012-6500

India
+91-124-4546-100

Japan
+81-3-3242-6277