

# Humectants Market size is forecast to reach \$32 billion by 2026 - IndustryARC

*Humectants Market size is forecast to reach \$32 billion by 2026, after growing at a CAGR of 7.5% during 2021-2026.*

HYDERABAD, TELANGANA, INDIA, January 11, 2023 /EINPresswire.com/ -- [Humectants Market](#) size is forecast to reach \$32 billion by 2026, after growing at a CAGR of 7.5% during 2021-2026.

The market for humectants has increased in recent years due to a rise in their use for extending product shelf life by preserving moisture and growing product effectiveness. The

market for humectants in food and beverage applications is on the rise. Glucose syrup and honey are the most commonly used humectants, which help the product maintain its shape while also preserving it for a longer period of time. In addition, many personal care and cosmetic products use humectants such as butylene glycol and triethylene glycol as an ingredient. Hair conditioners, lip balms, face or body cleansers, creams, and body lotions are examples of these items that are commonly used as moisturizers. Changing cosmetics and lifestyle trends are expected to influence the Humectants Market. Furthermore, humectants are commonly used in water-based paints to keep the moisture content stable during storage.

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<https://www.industryarc.com/Report/18512/humectants-market-research-report-analysis.html>

Key takeaways:

This IndustryARC report on the Humectants market highlights the following areas -

1. Asia-Pacific is expected to grow at the highest CAGR during the forecast period, due to the untapped market potential of emerging food and beverage players in developing countries like China and India.



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2. Hyaluronic acid, a natural humectant, is injected into the knees to treat osteoarthritis. Sodium hexametaphosphate and Sorbitol, a popular natural humectant, has a wide range of applications in the food industry and is used as a food additive in sugarless foods. This increase in the use of natural humectants in the food industry is expected to fuel the overall market growth.

3. Changing lifestyles, economic development, and increasing disposable income among people have led to an increase in demand for bakery, confectionery, and ready-to-eat items. The demand for humectants is expected to rise as a result of this.

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#### Segmental Analysis:

1. Humectants Market Segment Analysis – By Source : Sugar alcohols held the largest share in the Humectants Market in 2020. Economic and social development, changing lifestyles, and increasing population purchasing power in all developing regions have actively led to an increase in demand for ready-to-eat food, bakery, and confectionery. People are becoming increasingly concerned about sugar intake as a result of diseases like diabetes and obesity, which is driving up demand for products deprived of sugar additives.

2. Humectants Market Segment Analysis – By Type : Synthetic humectants dominated the global market in 2020, because of their widespread use in major end-use applications like food and beverages, cosmetics, and oral and personal care products. Butylene glycol, triethylene glycol, Sodium hexametaphosphate, are widely used synthetic humectants. Whereas natural humectants are expected to grow at higher CAGR levels during the forecast period.

3. Humectants Market Segment Analysis – By Application : Food & beverages held the largest share in 2020 and is growing at a CAGR of 5.8% during the forecast period. Various factors, such as extending the shelf life of a product, increasing its effectiveness, and preserving moisture, are driving the market for humectants in the food and beverage industry. The market demand is likely to be boosted by an increase in innovations in the sector of applications in humectants in the food industry by various key market players, as well as an increase in growth activities and comprehensive research in the food industry. Humectants are additives that help to keep food fresh for longer periods of time.

#### Competitive landscape:

The top 5 players in the Humectants industry are:

1. Archer Daniels Midland Company,
2. Ashland Global Holdings Inc.,
3. BASF SE,

4. Barentz,
5. Brenntag AG.

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