

Humectants Market Manufacturers, Type, Application, Regions, Size, Share and Forecast

Rising demand for natural and organic humectants in personal care and cosmetic products is a major factor driving market revenue growth.

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/EINPresswire.com/ -- Our team of analysts meticulously curated the new Emergen Research publication titled "Global Humectants Market" with readers' comprehension in mind and included a comprehensive database of industry distribution. In order to

accurately predict the outlook for the global Humectants market over the forecast period (2023-2032), the report examines both historical and current market scenarios in greater depth. The factors that influence the market's overall growth have been highlighted by researchers in their global market analysis. In order to examine the advantages, disadvantages, opportunities, and

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Market Size – USD 10.69 Billion in 2022, Market Growth – at a CAGR of 7.6 %,Market Trends –Rapid procurement of humectants owing to consumer consciousness of organic ingredients for manufacturing skin”

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threats associated with the expansion of various market segments, the study makes use of effective analytical tools like Porter's Five Forces and SWOT analysis. The reader can get a complete picture of the Humectants market thanks to the report's crucial details, such as the market shares of the major players. The most recent research report is an excellent illustration of the thorough examination of the global Humectants market. The table of contents, a list of tables and figures, the research methodology, the competitive landscape, geographic segmentation, future developments, and technological innovation are all included. This business field has been affected in almost every way by the global disruption. However, the most

recent study predicts the effects of the pandemic on this industry and discusses the current market situation. Besides, the significant parts of the market have been talked about in the report, with well-qualified conclusions on the ongoing status of the market.

The global humectants market size was USD 10.69 Billion in 2022 and is expected to register a steady revenue CAGR of 7.6 % during the forecast period, according to latest analysis by Emergen Research. Increasing number of consumers becoming more conscious regarding hydration and skin care and rising use of natural and organic ingredients in personal care and skincare products are major factors driving market revenue growth. Major Fast Moving Consumer Goods (FMCG) companies that produce personal care, skin care, and fast-moving consumer goods are procuring humectants at a large scale to enhance shelf-life of their products. For instance, in May 2022, Beiersdorf AG, a personal-care product manufacturing company based in Germany, which focuses on skin care included humectants in its sun care product line. However, high cost of raw materials and availability of alternatives are expected to restrain revenue growth of the market during the forecast period. Cost of procuring natural humectants and organic humectants is high due to their scarcity and accessibility, which in turn, rises cost of producing this product and restraining revenue growth of the market.

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The global Humectants market is highly consolidated due to the presence of a large number of companies across this industry. These companies are known to make hefty investments in research and development projects. Also, they control a considerable portion of the overall market share, thus limiting the entry of new players into the sector. The global Humectants market report studies the prudent tactics undertaken by the leading market players, such as partnerships and collaborations, mergers & acquisitions, new product launches, and joint ventures.

Some of the key participants in this industry include:

BASF SE, Ingredion Incorporated, Roquette Frères S.A., Brenntag North America, Inc., Spectrum Laboratory Products, Inc., STOCKMEIER Group, Ashland Inc., Vantage Specialty Chemicals, Inc., JELU-WERK J. Ehrler GmbH & Co. KG, P&G Chemicals, Azelis Americas, LLC., and Prakash Chemicals International Private Limited (PCIPL), among others

Key regions covered in the report:

North America

Europe

Asia Pacific

Latin America

Some Key Highlights From the Report

The natural segment accounted for largest market revenue share in 2022. This is due to increasing utilization of natural humectants in various applications owing to rising awareness among consumers. They are increasingly searching for products that contain humectants made from natural sources, as people are becoming more aware about ingredients in the products they use. As a result, many beauty, skincare, and cosmetics companies are procuring humectants due to increasing popularity of organic or natural ingredient-based products among consumers.

The sugar alcohol segment accounted for largest revenue share in 2022. Humectants are utilized in various consumer goods to retain moisture. Sugar alcohols, such as xylitol and erythritol, are commonly used in food and personal care products. Humectants that are derived from sugar alcohols have witnessed a significant rise in the product demand, as a replacement for sugar in several food and pharmaceutical goods.

The oral and personal care segment accounted for largest revenue share in 2022. Humectants are ingredients that help to retain moisture and commonly found in oral and personal care products such as toothpaste, mouthwash, and other oral hygiene items. These can come from natural sources including glycerin or synthetic sources such as propylene glycol. In addition, they are also used as a sweetener and sugar substitute in oral care products.

The North America market accounted for largest revenue share in 2022. This is due to high demand for humectants in skincare, beauty, and cosmetics products. Consumers in this region are becoming more aware about benefits of using skin-friendly and non-toxic products, which is driving adoption of humectants. In addition, increasing disposable income of consumers is also expected to drive revenue growth of the market.

To learn more details about the Global Humectants Market report, visit @ <https://www.emergenresearch.com/industry-report/humectants-market>

In addition, the analytical data are presented in a well-organized format in the form of charts, tables, graphs, figures, and diagrams in the report. This makes it easier for readers to comprehend the market scenario in a beneficial way. In addition, the report aims to provide a forward-looking perspective and an instructive conclusion to assist the reader in making profitable business decisions. The report concludes with a comprehensive SWOT and Porter's Five Forces analysis of the segments anticipated to dominate the market, regional bifurcation, estimated market size and share, and more.

On the basis of type, the market is segmented into

Source Outlook (Revenue, USD Billion; 2019-2032)

Natural

Synthetic

Plant-Based

Animal-Based

Type Outlook (Revenue, USD Billion; 2019-2032)

Sugar Alcohols

Glycerol

Alpha Hydroxy Acids (AHAS) and Polysaccharides

Application Outlook (Revenue, USD Billion; 2019-2032)

Food & Beverages

Bakery and Confectionary Products

Beverages

Functional and Nutritional Foods

Other Food & Beverages

Oral and Personal Care Product

Animal Feed

Pharmaceuticals

Others

Valuable Market Insights:

The report highlights the latest trends observed in the consumption pattern of each regional segment.

Extensive market segmentation included in the report helps better understand the revenue and estimated growth of the individual regions.

The report throws light on the historical and current market scenarios and provides a concise year-on-year growth rate of the global Humectants market.

The report further entails the current market trends, technological advancements, revenue growth, and other aspects affecting market growth.

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