

# Murumuru Butter Cosmetics Market Poised for Steady Growth at 6.8% CAGR - Persistence Market Research

*Growing clean beauty adoption and demand for natural ingredients are driving market expansion through 2033*

BRENTFORD, ENGLAND, UNITED KINGDOM, January 26, 2026

/EINPresswire.com/ -- The global [murumuru butter cosmetics market](#) is set to witness steady growth over the coming years. Valued at approximately US\$ 758.5 billion in 2026, the market is projected to reach US\$ 1,202.1 billion by 2033, expanding at a compound annual growth rate (CAGR) of 6.8% during the forecast period from 2026 to 2033.

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## Understanding Murumuru Butter Cosmetics

Murumuru butter is a natural plant-based fat extracted from the seeds of the *Astrocaryum murumuru* palm, native to the Amazon rainforest. Rich in essential fatty acids, including lauric and myristic acids, murumuru butter is widely used in cosmetic formulations for its deep moisturizing, nourishing, and skin-softening properties. It is commonly incorporated into hair care products, body lotions, lip balms, and facial creams, making it a key ingredient in the clean and natural beauty movement.

## Key Market Drivers

### Rising Demand for Natural and Organic Cosmetics

The increasing consumer preference for natural, organic, and plant-based cosmetic products is a major driver fueling the murumuru butter cosmetics market. Growing awareness about the harmful effects of synthetic ingredients has encouraged brands to adopt naturally sourced

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Size and Share Analysis 2033

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Murumuru Butter Cosmetics Market Outlook

alternatives, positioning murumuru butter as a premium cosmetic ingredient.

### Expanding Use in Hair Care Products

Murumuru butter's ability to restore elasticity, control frizz, and deeply condition hair has significantly increased its adoption in shampoos, conditioners, hair masks, and styling products. The rising demand for sulfate-free and silicone-free hair care formulations further supports market growth.

### Growth of Clean Beauty and Sustainable Sourcing Trends

Clean beauty and sustainability trends are reshaping the cosmetics industry. Murumuru butter, often harvested through ethical and sustainable practices in the Amazon region, aligns well with environmentally conscious consumer values. Brands emphasizing fair trade and eco-friendly sourcing are increasingly incorporating murumuru butter into their product portfolios.

### Increasing Premium Personal Care Spending

Rising disposable incomes and growing expenditure on premium personal care products are contributing to the expansion of the murumuru butter cosmetics market, particularly in urban and developed regions.

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## Market Segmentation

### By Product Type

- Hair Care Products: Includes shampoos, conditioners, hair masks, and serums, representing a dominant segment due to murumuru butter's conditioning benefits.
- Skin Care Products: Encompasses creams, lotions, body butters, and facial moisturizers that leverage its deep hydration properties.
- Lip Care Products: Lip balms and treatments formulated with murumuru butter for nourishment and protection.

### By End User

- Mass Market Cosmetics
- Premium and Luxury Cosmetics

### By Region

- North America: Leads the market due to strong demand for natural and organic personal care products.
- Europe: Witnesses robust growth driven by clean-label regulations and sustainability-focused consumers.
- Asia-Pacific: Emerging as a high-growth region owing to rising beauty awareness, expanding middle-class population, and increasing influence of global beauty trends.
- Latin America: Benefits from proximity to raw material sources and growing regional cosmetics manufacturing.

## Competitive Landscape

The murumuru butter cosmetics market features a mix of global cosmetic manufacturers and ingredient suppliers, including:

- L'Oréal S.A.
- The Estée Lauder Companies Inc.
- Unilever PLC
- Natura & Co
- The Body Shop International
- Croda International Plc
- AAK AB
- BASF SE

These companies focus on product innovation, sustainable sourcing, and clean-label positioning to strengthen their market presence.

### Challenges and Restraints

Despite favorable growth prospects, the market faces certain challenges:

- Raw Material Supply Constraints: Dependence on Amazon-region sourcing can lead to supply chain fluctuations.
- Price Volatility: Variations in raw material availability may impact production costs.
- Limited Awareness in Developing Markets: Lack of consumer awareness in certain regions may restrict market penetration.

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### Future Outlook

The murumuru butter cosmetics market is expected to maintain its growth momentum, supported by:

- Continuous Product Innovation: Increased incorporation into multifunctional beauty and personal care products.
- Rising E-commerce Penetration: Online retail platforms enhancing global accessibility of murumuru butter-based cosmetics.
- Strong Sustainability Focus: Ethical sourcing and environmental transparency boosting brand credibility and consumer trust.

### Conclusion

The global murumuru butter cosmetics market is positioned for consistent expansion through

2033, driven by growing demand for natural ingredients, clean beauty trends, and premium personal care products. While challenges related to sourcing and pricing remain, advancements in sustainable supply chains and increasing consumer awareness are expected to mitigate these concerns. With the market projected to reach US\$ 1,202.1 billion by 2033, murumuru butter continues to emerge as a vital ingredient shaping the future of natural cosmetics worldwide.

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