

Rheology Modifiers Market Witnesses Strong Demand from Personal Care Sector

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WILMINGTON, DE, UNITED STATES, July 3, 2026 /EINPresswire.com/ -- The global [rheology modifiers market](#) was valued at \$7.6 billion in 2020 and is projected to reach \$11.3 billion by 2030, expanding at a CAGR of 4.0% during the forecast period (2021–2030), according to Allied Market Research.



Rheology Modifiers Market Rising Demand

Market Overview:

The market is primarily driven by the growing demand for personal care products and the increasing use of rheology modifiers across multiple industries. However, fluctuations in crude oil prices continue to pose challenges for market growth. On the positive side, rapid urbanization and the rising number of commercial construction projects are expected to create significant growth opportunities over the coming years.

For more information, contact Allied Market Research at info@alliedmarketresearch.com:

<https://www.alliedmarketresearch.com/request-sample/A13739>

Segment Analysis:-

By Type:

- Organic rheology modifiers dominated the market in 2020, accounting for nearly three-fifths of the global revenue.
- Inorganic rheology modifiers are expected to register the fastest growth, with a projected CAGR of 4.4% through 2030.

By Distribution Channel:

- The indirect distribution channel held the largest market share in 2020, contributing nearly three-fifths of total revenue.
- The direct distribution channel is anticipated to witness the highest CAGR of 4.5% during the forecast period.

Regional Insights:

- Asia-Pacific led the global rheology modifiers market in 2020, accounting for more than one-third of total market revenue. The region is also expected to record the fastest growth, with a projected CAGR of 4.3% through 2030, supported by rapid industrialization, infrastructure development, and increasing demand from end-use industries.
- Other regions analyzed in the report include North America, Europe, and LAMEA.

Key Market Players:-

Major companies operating in the global rheology modifiers market include:

- Arkema
- Ashland
- BASF SE
- Berkshire Hathaway Inc.
- Akzo Nobel N.V.
- BYK Additives & Instruments
- Elementis Plc
- The Dow Chemical Company
- Clariant
- Croda International Plc

These companies are focusing on strategies such as partnerships, collaborations, joint ventures, product innovation, and geographic expansion to strengthen their market presence.

For more information, visit <https://www.alliedmarketresearch.com/rheology-modifiers-market/purchase-options>

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