

Global Home and Personal Care Preservatives Market Report and Forecast 2024-2032

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Report description:

Global Home and Personal Care Preservatives Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global home and personal care preservatives market is projected to grow at a CAGR of 3.3% between 2024 and 2032. Aided by the escalating demand for extended shelf life in cosmetic, personal care, and household products, the market is expected to grow significantly by 2032.

Preservatives in the context of home and personal care refer to ingredients added to products to prevent degradation caused by microorganisms. They ensure safety, longevity, and maintenance of product quality over time. Found in products ranging from shampoos, creams, lotions to detergents and cleansers, these preservatives play a pivotal role in ensuring consumer safety and product efficacy.

The rise in consumer awareness regarding the importance of product preservation and increasing demand for products free from harmful pathogens are key drivers of the global home and personal care preservatives market growth. A growing global population, coupled with urbanisation, has led to an upsurge in the consumption of cosmetics and household care items. The demand for products that offer longer shelf lives, especially in regions with fluctuating and often extreme climatic conditions, further amplifies the need for effective preservatives.

Incorporating preservatives while maintaining a product's natural or organic claim is a significant challenge for manufacturers. To address this, the industry is investing heavily in research and development activities, aiming to develop innovative preservatives that are both efficient and align with the green consumer trend. These activities are anticipated to boost the global home and personal care preservatives market demand in the forecast period.

Diverse sectors are leveraging the power of preservatives. In the cosmetic industry, these agents ensure that make-up and skincare products remain free from harmful bacteria and fungi. In the realm of household care, products like laundry detergents, dishwashing liquids, and general cleaners integrate preservatives to ensure longevity and maintain efficacy throughout their intended shelf life.

Geographically, the Asia Pacific region accounts for a significant portion of the home and personal care preservatives market share. The region's dominance can be credited to its burgeoning middle class, rapid urbanisation, and increasing spending capacity. The European market, with its stringent regulations regarding product safety and growing demand for organic products,

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is also a significant contributor.

Market Segmentation

The market can be divided based on type, application, and region.

Market Breakup by Type

- Phenoxyethanol
- Parabens
- DMDM Hydantoins
- Benzoates/Benzoic Acid
- CMIT/MIT
- Capryl Glycol
- Others

Market Breakup by Applications

- Leave-On Products
- Rinse-Off Products

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global home and personal care preservatives market. Some of the major players explored in the report by Expert Market Research are as follows:

- The Dow Chemical Company
- BASF SE
- Emerald Kalama LLC
- Thor GmBH
- Ashland LLC
- Lanxess
- Troy Corporation
- Arkema S.r.l
- Minasolve
- Others

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