

Panthenol Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Sales Channel (Direct, Indirect), By End Use (Cosmetics & Personal Care, Pharmaceuticals, Food & Beverage, Animal Nutrition, Others), By Region and Competition, 2020-2030F

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Report description:

Market Overview

The Global Panthenol Market was valued at USD 128.54 Million in 2024 and is projected to reach USD 163.16 Million by 2030, expanding at a CAGR of 1.64% during the forecast period. This growth is driven by increasing consumer preference for natural and multifunctional ingredients, particularly in the personal care and cosmetics sectors. Renowned for its hydrating and skin-soothing properties, panthenol is widely used in skincare and haircare formulations, especially those focused on repair and moisturization. The shift toward clean-label and nature-based formulations has further accelerated its adoption. Moreover, the pharmaceutical industry benefits from panthenol's anti-inflammatory and wound-healing characteristics, positioning it as a key component in topical therapeutics.

Despite its versatility, the market faces challenges from lower-cost substitutes and potential formulation issues when combined with certain ingredients, which may affect consistency and sensory properties. Nonetheless, panthenol continues to gain traction across personal care, pharmaceutical, and emerging functional food applications due to its safety, efficacy, and growing consumer awareness of ingredient transparency.

Key Market Drivers

Growth in Cosmetic Industry

The expanding global cosmetic industry is a major catalyst for the growing demand for panthenol. In 2023, the World Skin Health Day campaign expanded to 23 countries and reached over 8 million people, highlighting the growing consumer focus on dermatological health and hygiene. This rising awareness is contributing to the heightened demand for high-quality skincare and haircare products. Panthenol is a key ingredient in moisturizers, conditioners, serums, and shampoos due to its ability to retain

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moisture, soothe skin, and aid cell regeneration. Its inclusion in anti-aging and restorative formulations has significantly boosted its appeal among brands and consumers alike.

Key Market Challenges

Volatility in Raw Material Prices

One of the primary obstacles facing the global panthenol market is the volatility in prices of raw materials derived from petrochemical sources, such as isobutene and acetic acid. These fluctuations, driven by oil price trends, geopolitical factors, and supply chain disruptions, can increase production costs and affect profit margins. The unpredictable cost of inputs not only impacts manufacturing economics but also disrupts supply consistency and pricing stability, particularly in price-sensitive markets. Such unpredictability can lead to challenges in inventory planning, customer retention, and long-term supplier contracts.

Key Market Trends

Surge in Sustainable Production Practices

A key emerging trend in the panthenol market is the shift toward sustainable and bio-based production methods. In 2023, an efficient scale-up of biocatalytic processes for provitamin B5 esters was demonstrated using solvent-free, eutectic reaction systems. These approaches allow the esterification of panthenol with fatty acids in an environmentally friendly and scalable manner. Additionally, manufacturers are transitioning to renewable sources like corn for raw materials, reducing the environmental footprint of panthenol production. This aligns with the growing demand for green chemistry, clean beauty standards, and eco-friendly supply chains across cosmetics and personal care industries.

Key Market Players

- Anhui Huaheng Biotechnology Co., Ltd.
- Yifan Pharmaceutical Co., Ltd.
- Jiangxi Tongde Chemical Co., Ltd.
- Jinan Future Chemical Co., Ltd.
- BASF SE
- Tianjin YR Chemspec Technology Co., Ltd.
- dsm-firmenich
- Unilong Industry Co., Ltd.
- Brother Enterprises Holding Co., Ltd.
- TRI-K Industries, Inc.

Report Scope

In this report, the Global Panthenol Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Panthenol Market, By Sales Channel:

- o Direct
- o Indirect

- Panthenol Market, By End Use:

- o Cosmetics & Personal Care
- o Pharmaceuticals
- o Food & Beverage
- o Animal Nutrition
- o Others

- Panthenol Market, By Region:

- o North America
 - United States
 - Canada
 - Mexico
- o Europe
 - France

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- United Kingdom
- Italy
- Germany
- Spain
- o Asia Pacific
- China
- India
- Japan
- Australia
- South Korea
- o South America
- Brazil
- Argentina
- Colombia
- o Middle East & Africa
- South Africa
- Saudi Arabia
- UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Panthenol Market.

Available Customizations

Global Panthenol Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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