

Phenoxyethanol Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Sales Channel (Direct, Indirect), By End Use (Home & Personal Care, Dyes & Inks, Pharmaceuticals, Paints & Coating, Others), By Region and Competition, 2020-2030F

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Report description:

Market Overview

The Global Phenoxyethanol Market was valued at USD 273.47 Million in 2024 and is projected to reach USD 368.72 Million by 2030, growing at a CAGR of 4.53% during the forecast period. Phenoxyethanol is widely used in the cosmetics and personal care industry as a preservative, helping to prevent microbial contamination in products such as skin creams, shampoos, and makeup. Its efficacy in prolonging product shelf life aligns well with increasing consumer demands for safe and long-lasting formulations. Beyond cosmetics, phenoxyethanol is also employed in pharmaceuticals, home care products, and inks and dyes, supporting its growing global demand.

However, safety concerns at higher concentrations and regulatory limits in certain regions could impact consumer perception and usage. Competitive pressures from alternative preservatives and evolving formulation strategies may also influence market dynamics. Nonetheless, the overall outlook remains positive, supported by the compound's effectiveness, versatility, and growing adoption in industries focused on product integrity and hygiene. Continued research and adherence to evolving safety standards are expected to reinforce its market relevance.

Key Market Drivers

Growth in Personal Care Industry

The rising focus on hygiene, grooming, and skincare has fueled substantial growth in the global personal care industry. By 2025, the global beauty and personal care sector is projected to generate USD 677.19 billion in revenue, with strong contributions from both emerging and mature markets. Despite economic uncertainties, the U.S. personal care industry has demonstrated resilience, particularly with consumer preferences shifting toward natural and organic formulations. Phenoxyethanol plays a pivotal role in

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this space due to its broad-spectrum antimicrobial activity and compatibility with a variety of product types. Its use in moisturizers, hair care items, cosmetics, and sunscreens continues to grow, as manufacturers seek preservatives that ensure safety and extended shelf life without compromising product performance. As personal care brands increasingly develop multifunctional and durable products, the demand for phenoxyethanol is expected to remain strong.

Key Market Trends

Rising Focus on Formulation Innovation

One of the key trends driving the phenoxyethanol market is the industry-wide shift toward clean-label and minimalist product formulations. With consumers seeking transparency and fewer synthetic ingredients, formulators are turning to trusted preservatives like phenoxyethanol that offer reliable protection without compromising on safety. A notable innovation includes Phenoxetol SG, a skin-friendly preservative made using 100% bio-ethanol, contributing to a Renewable Carbon Index (RCI) of 25%. It offers excellent efficacy against bacteria, yeasts, and molds while supporting sustainable product development. Additionally, phenoxyethanol's low odor profile and non-irritating characteristics enhance consumer satisfaction, allowing brands to create formulations that are both effective and sensorially pleasant. These attributes make phenoxyethanol a preferred preservative in modern cosmetics and personal care products, where functionality must be balanced with environmental and skin-sensitivity considerations.

Key Market Players

- Tristar Intermediates Pvt. Ltd.
- Galaxy Surfactants
- Liaoning Kelong Fine Chemical Co., Ltd.
- Guangzhou B-Ai Chemical Co., Ltd.
- Jiangsu Jiafeng Chemical Co., Ltd.
- Unilong Industry Co., Ltd.
- Qingdao Food Additive Inc.
- Shandong Zhi Shang Chemical Co., Ltd.
- Zhejiang Multinpharma Co., Ltd.
- Jinan Future Chemical Co., Ltd.

Report Scope

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

- Phenoxyethanol Market, By Sales Channel:

- o Direct
- o Indirect

- Phenoxyethanol Market, By End Use:

- o Home & Personal Care
- o Dyes & Inks
- o Pharmaceuticals
- o Paints & Coating
- o Others

- Phenoxyethanol Market, By Region:

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

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- Colombia
- o Middle East & Africa
- South Africa
- Saudi Arabia
- UAE

Competitive Landscape

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

Available Customizations

Global Phenoxyethanol 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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