

North America Rheology Modifiers Market Report and Forecast 2025-2034

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Report description:

The North America rheology modifiers market size reached approximately USD 2.85 Billion in 2024. The market is estimated to grow at a CAGR of 3.40% in the forecast period of 2025-2034, reaching a value of around USD 3.98 Billion by 2034.

Rheology modifiers are substances that can primarily alter the viscosity of products such as paints, coatings, and lubricants, among others, in a desired manner. They are utilised in nearly every industry vertical to improve the physical and chemical properties as well as the stability of the product.

The growing demand for eco-friendly rheology modifiers, which do not contribute to environmental pollution, is one of the crucial trends aiding the North America rheology modifiers market growth. This primarily includes bio-based rheology modifiers such as cold processable rheology modifiers, which are derived from the Konjac plant, are biodegradable, and offer a skin-friendly formulation for gels, serums, and peel-off cosmetic products.

Key Trends and Developments

Increasing use of rheology modifiers in pharmaceuticals, rising paint and coating demand, growing preference for natural rheology modifiers, and surging investments in R&D activities are positively impacting the North America rheology modifiers market growth

Aug 11th 2023

Lubrizol Life Science Beauty launched its latest rheology modifier solution, Carbopol SC-800, for use in sulphate-free and mild formulations of shampoos, facial cleansers, and shower gels.

May 23rd 2023

Elementis announced the addition of RHEOLATE PHX 7025 in its 100% solid urethane rheology portfolio in the US market to

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support the development of eco-friendly paints and coatings.

Feb 22nd 2023

Clariant launched Aristoflex Eco T, a new range of rheology modifiers that are derived from Tara gum and offer a high-end formulation for creams, lotions, and serums.

Feb 13th 2023

IFF introduced AURIST GHI, a natural rheology modifier extracted from guar bean, for use in leave-off, skincare, rinse-off, and haircare products.

Rising use of rheology modifiers in the pharmaceuticals sector

Rheology modifiers such as hydrogels are used in pharmaceuticals to regulate the amount of active ingredient that is released during the drug delivery.

Rising demand for paints and coatings

With the rising demand for paints and coatings amid surging construction activities, the use of rheology modifiers as thickeners is rising.

Increasing preference for natural rheology modifiers

Key players are increasingly launching sustainable rheology modifiers that are natural and biodegradable amid rising environmental consciousness.

Surging research and development activities by key players

Increasing research and development (R&D) activities by key players aimed at driving innovations in rheology modifiers and formulating natural rheology modifiers are aiding the market.

The rising deployment of innovative products such as hydrophobically modified rheology modifiers in the paints and coating sector, which maximise the levelling and smoothness of the paint and increase its opacity, contributes to the North America rheology modifiers market demand.

With the increasing demand for natural and environmentally friendly materials in sectors like beauty and personal care and detergents, among others, key players are developing sustainable rheology modifiers that offer biodegradable benefits. Technological advancements and innovations aimed at developing biodegradable rheology modifiers from natural materials are anticipated to propel the market expansion in the coming years.

Market Segmentation

"North America Rheology Modifiers Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Classification by Type:

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- Organic_x000D_x000D_Synthetic_x000D_Natural_x000D_x000D_
- Organic_x000D_x000D_Synthetic_x000D_Natural_x000D_x000D_
- Inorganic_x000D_x000D_Clay_x000D_Fumed Silica_x000D_x000D_

- Inorganic_x000D_x000D_Clay_x000D_Fumed Silica_x000D_x000D_

- Organic_x000D_x000D_Synthetic_x000D_Natural_x000D_x000D_
- Inorganic_x000D_x000D_Clay_x000D_Fumed Silica_x000D_x000D_

Market Breakup by Form:

- Liquid
- Solid

Market Bifurcation by Formulation:

- Water Based
- Solvent Based

Market Division by Functionality:

- Leveling Agent
- Depressants
- Thinner
- Thickener
- Thixotropic Agents
- Others

Market Segmentation by Application:

- Adhesives and Sealants
- Paints and Coatings
- Cosmetics and Personal Care
- Pharmaceuticals
- Oil and Gas
- Others

Market Breakup by Region:

- United States of America
- Canada

Organic rheology modifiers are increasingly preferred amid the rising demand for sustainable products

Organic rheology modifiers are expected to gain a significant portion of the North America rheology modifiers market share in the foreseeable future, due to the rising environmental consciousness among consumers, which boosts the demand for green

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products. Castor oil derivative is one of the most commonly used organic modifiers, which offer superior sheer thinning and sag resistance properties.

Polyamides are another group of commonly used modifiers that maintain high viscosity for a long period of time in adhesives, paints, and coatings. Besides, inorganic rheology modifiers, based on fumed silica and clay, are thixotropic and boast high yield values and excellent stability. They are widely used as secondary thickeners to improve anti-spattering, anti-sag, and anti-settling properties in secondary thickeners.

The demand for rheology modifiers is significantly rising amid the flourishing paints and coatings as well as cosmetics and personal care sectors.

As per the North America rheology modifiers market analysis, the paints and coatings sector accounts for a healthy market share, due to the high utilisation of rheology modifiers for preventing the dripping of paint from a paintbrush and rollers. These modifiers also improve the shelf life of paints, ease the application, and enhance the thickening properties of the paints and coatings.

The cosmetics and personal care sector is anticipated to witness sizeable growth in the forecast period, owing to the rising usage of rheology modifiers for enhancing the overall properties and aesthetics of skincare products.

Meanwhile, in the forecast period, the North America rheology modifiers market demand is expected to rise due to the surging demand for adhesives and sealants. Rheology modifiers play an important role in ensuring optimal thickness, viscosity, shelf life, adhesion, and overall quality of adhesives and sealants.

Competitive Landscape

Some of the major players included in the North America rheology modifiers market report are incorporating sustainable materials into their product portfolio

The Dow Chemical Company

The Dow Chemical Company, founded in 1897, is a materials science corporation, based in Michigan, the United States. Its product portfolio includes additives, adhesives and sealants, optical materials, and speciality polymers, among others.

BASF SE

BASF SE, established in 1865 and headquartered in Ludwigshafen, Germany, is a global leader in chemical production. The company offers its products and services in the sectors of agriculture, automotive, chemicals, construction, and furniture and wood, among others.

Arkema S.A.

Arkema S.A. is a speciality materials manufacturer, incorporated in 2004 and based in Colombes, France. Some of its well-known products include acrylics, coating resins, fluorochemicals, and fluoropolymers, among others.

Clariant AG

Clariant AG is a prominent speciality chemicals company, headquartered in Muttenz, Switzerland. Its business units, including Catalysts, Care Chemicals, and Adsorbents and Additives, are aimed at contributing to sustainability in various industries.

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Other North America rheology modifiers market players include Cargill, Incorporated, Evonik Industries AG, Ashland Inc., Eastman Chemical Co., PPG Industries, Inc., and Berkshire Hathaway Inc. (The Lubrizol Corporation), among others.

The demand for rheology modifiers in the United States is significantly growing due to the robust growth of end-use sectors like personal care and beauty, paints and coatings, and detergents and soaps, among others. Formulators in the country are also using rheology modifiers to develop new products that can meet the diverse needs of customers.

Meanwhile, the expanding distribution channels in countries like Canada are further aiding the overall North America rheology modifiers market growth. The rapid growth of the personal care and beauty sector in the country is also driving the demand for rheology modifiers with enhanced sensory attributes and stability.

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