

## **United Kingdom Rheology Modifiers Market Growth Analysis - Market Size, Share, Forecast Trends and Outlook Report (2025-2034)**

Market Report | 2025-06-28 | 139 pages | EMR Inc.

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### **Report description:**

The United Kingdom rheology modifiers market, valued at USD 334.72 Million in 2024, has seen significant growth. Population growth and improving economic conditions in emerging economies have increased housing transactions and disposable income, which is fueling the need for paints, adhesives, and coatings in the building sector and directly influencing the market. The market is expected to grow at a compound annual growth rate (CAGR) of 4.40% from 2025 to 2034, potentially reaching USD 514.86 Million by 2034.

#### United Kingdom Rheology Modifiers Market Growth

The growth of the United Kingdom rheology modifiers market is largely driven by the expanding food and beverage sector, where these modifiers play a crucial role in controlling the texture, consistency, and flow properties of several processed food and beverage items. Modifiers such as gums, cellulose derivatives, and starches are commonly used for mouthfeel, viscosity, and suspension of stable semi-liquid products like sauces, dressings, ice creams, and alcoholic drinks. According to government estimates, in 2023, the consumer expenditure on food and alcohol drinks amounted to EUR 245.5 billion, one of the highest globally, of which the value of food and drink exports stood at EUR 24.4 billion. As the market further expands owing to the growing population and rising disposable income in the region, rheology modifiers are expected to witness a sharp demand rise.

Opportunities in the United Kingdom rheology modifiers market are increasing, as rheology modifiers like cellulose ethers and synthetic thickeners are in high demand within the country's construction sector, owing to their extensive use in paints, coatings, sealants, and adhesives. They are known to enhance the workability, stability, and performance of these materials, besides improving their viscosity control, flowability, and adhesion to improve mixture consistency, spreadability, and film formation. According to government reports, the construction output in the United Kingdom has lately been growing, recording a rise of 0.4% between July and August 2024. Further growth in output due to rapid industrialisation and urbanisation of key economic zones is expected to raise the requirement of rheology modifiers in the production of construction materials during the coming years.

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## Key Trends and Recent Developments

Preference for clean label ingredients, mergers and acquisitions among major market players, and the popularity of vegan products are driving the United Kingdom rheology modifiers market value.

### October 2024

BASF, one of the major United Kingdom rheology modifiers market key players, released its Emulgade Verde line of natural-based emulsifiers for personal care at the SEPAWA Congress 2024 event in Berlin. The product line includes the newly launched Emulgade Verde 10 OL, designed to meet emerging trends in the personal care industry and suitable for cold manufacturing processes, and Emulgade Verde 10 MS a versatile, high-performance emulsifier. Both emulsifiers were based on 100% renewable feedstock and were easily biodegradable.

### July 2024

KMC, a Denmark-based ingredient supplier with a significant share in the United Kingdom rheology modifiers market, announced the launch of a new gelling agent, Gelamyl 625. Derived from potato starch, this ingredient is designed to produce plant-based confectionery for vegan customers. The new ingredient remains stable at a relatively lower temperature of 25C (77F) and does not require special drying facilities.

### March 2023

Metso Outotec, an equipment manufacturer with a significant consumer base in the United Kingdom, introduced scalable thickening plant units to ensure the efficient usage of rheology modifiers across various minerals processing applications or capacities. The range comprised high-rate thickeners, high-compression thickeners, paste thickeners, clarifiers, and polymer dosing units.

### February 2023

Clariant, a significant contributor to the growth of the United Kingdom rheology modifiers market, released Aristoflex Eco T, a patented modifier to create luxurious skincare products sustainably. Derived naturally from tara gum obtained from the Tara Spinosa plants grown in the Peruvian Andes, this ingredient is readily biodegradable, with a renewable carbon index (RCI) of 71%.

Preference for clean-label ingredients is propelling the demand of the United Kingdom rheology modifiers market

The preference for clean-label rheology modifiers is growing among health-conscious consumers, as they demand complete transparency and ethical adherence in the sourcing of the products they consume. Clean labels not only ensure that the product is 100% natural in origin but also prevent the addition of any synthetic additives that may cause harmful impacts to consumers or deteriorate the quality of the product. For instance, in October 2023, Ingredion Incorporated introduced NOVATION Indulge 2940, the first non-GMO functional native corn starch and clean-label ingredient that provided a unique gelled texture, ideal for dairy and alternative dairy products.

Mergers and acquisitions are a key trend in the United Kingdom rheology modifiers market

Mergers and acquisitions are trending in the market, allowing key players to consolidate their businesses, and strengthen their competitive position to increase their overall revenue generation. Besides, such efforts are also resulting in expanding their

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product portfolios and market reach, enhancing distribution networks across the country. A relevant example would be the acquisition of ISCA UK by the speciality chemical company Infineum in 2021 in a deal that secured the former's ISCAMUL emulsifier brand and formulation expertise.

Development of efficient machinery is enhancing the productivity of the United Kingdom rheology modifiers market

The introduction of advanced machinery is influencing the United Kingdom rheology modifiers market dynamics and trends boosting productivity. These innovations optimise manufacturing processes, reduce production costs, and improve product consistency. The machinery incorporates advanced technologies such as automated mixing, high shear blending, and precision viscosity control systems allowing precise formulation of rheology modifiers. Taylor UK launched the latest versions of Frigomat gelato machines in June 2022, suitable for making artisan ice cream, sorbets, and gelatos from scratch. The machines used twin combination batch freezers with both heated and freezer compartments, allowing operators to go from raw ingredients to finished gelato in just 20 minutes.

The popularity of vegan modifiers is leading to the United Kingdom rheology modifiers market development

Growing health concerns and changing food consumption patterns are increasing the demand for vegan or plant-based rheology ingredients in the country, especially across the food and beverages sector. As a result, market players are increasing their supply to meet the growing consumer demand, contributing to the United Kingdom rheology modifiers market growth. In a similar effort, Alland and Robert, a food ingredients company in the UK, launched Syndeo? Gelling in October 2023, a plant-based texture agent sourced from gum acacia and mixed with natural hydrocolloids to ensure a 100% plant-based origin. It offers texturising, thickening, stabilising and binding properties, making it an ideal substitute for non-vegan gelling agents in gummies, jelly sweets, marshmallows, mousses and more.

United Kingdom Rheology Modifiers Market Trends

The rising demand for organic rheology modifiers in the cosmetics industry is influencing the United Kingdom rheology modifiers market dynamics and trends. This growth has been steady in recent years, driven by their extensive use of high-quality and multifunctional cosmetic products. They help control the overall texture, viscosity, and flow of the products, particularly creams, lotions, shampoos, and makeup formulations to achieve the desired consistency, long-lasting stability, and ease of application. Moreover, their natural origin prevents any harmful effects on the skin, promoting safety, health sustainability, and eco-conscious beauty standards. Reflecting this trend, European beauty brand SNF launched Natursol EMI Lite in March 2024, a rheology modifier with a naturality index of 78%, designed to deliver luxurious textures while maintaining an eco-conscious approach.

United Kingdom Rheology Modifiers Industry Segmentation

The EMR's report titled "United Kingdom Rheology Modifiers Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Type

? Organic

? Inorganic

??? Clay

??? Silica

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## Market Breakup by Application

- ? Paints and Coatings
- ? Cosmetics and Personal Care
- ? Pharmaceuticals
- ? Textiles
- ? Sealants and Adhesives
- ? Others

## Market Breakup by Region

- ? England
- ? Wales
- ? Scotland
- ? Northern Ireland

## United Kingdom Rheology Modifiers Market Share

Rising health concerns are driving the demand for organic rheology modifiers, a key trend in the United Kingdom rheology modifiers market

Organic rheology modifiers are expected to grow at a CAGR of 4.9% during the forecast period of 2025 and 2034. According to the United Kingdom rheology modifiers market analysis, the market is being driven by increasing health concerns and shifting food consumption patterns, which are boosting the demand for organic and plant-based rheology modifiers, particularly in the UK's food and beverage sector. These modifiers are free from synthetic additives and are completely natural in origin, helping maintain the desirable quality and safety standards of food items as per consumer preference. Recognising their sustainability potential, several brands have introduced organic rheology modifiers in their product portfolio. For instance, Tate and Lyle, a global food and beverage ingredients manufacturer, announced the expansion of its tapioca-based starch product line with the launch of two new starches, namely, REZISTA MAX thickening starches and BRIOGEL gelling starches in January 2021.

Opportunities in the United Kingdom rheology modifiers market are growing, as the market for inorganic rheology modifiers is also expanding, driven by the increasing shift towards water-based paints and formulations. For example, in January 2021, UK-based Pintyplus broadened its range of water-based paints with the introduction of Pintyplus Evolution, a water-based acrylic paint that dries rapidly and provides outstanding coverage, gloss, and exceptional weather resistance. This shift is due to concerns about volatile organic compounds (VOCs) in traditional paints, which harm the environment and air quality. Water-based paints and formulations have a lower environmental impact, and inorganic rheology modifiers such as bentonite, hectorite, and sepiolite are ideal for enhancing their thickness, stability, and suspension to improve their overall performance.

Pharmaceutical and textile industries account for the largest United Kingdom rheology modifiers market share

According to the United Kingdom rheology modifiers market report, the pharmaceutical industry is the largest driver of demand for rheology modifiers in the UK's industrial sector, due to the rising sales and exports of pharmaceutical products. Pharmaceutical industry is expected to grow at a CAGR of 5% during the forecast period of 2025 and 2034. Modifiers are primarily used in products such as creams, ointments, gels, and syrups, to regulate viscosity, stability, and texture, especially in topical and oral dosage forms. Government estimates suggest that the United Kingdom remained among the top five markets in Europe in terms of pharmaceutical sales and exported more than EUR 21,000 million worth of exports in 2022.

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Besides, the textile industry is also witnessing a growing demand for rheology modifiers market to provide suitable viscosity to solutions such as dye baths, finishing treatments, and coatings, thereby enhancing the quality and performance of manufactured textiles and fabrics. Industry reports suggest that the UK consumed 1.42 million tonnes of new textile products in 2022 out of the 1.45 million tonnes that year. As consumption levels rise further owing to increasing population and changing fashion preferences, the rheology modifiers demand growth is expected to increase.

#### United Kingdom Rheology Modifiers Market Regional Analysis

Due to the rising population, influx of migrants, and changing food consumption patterns, England has an extremely robust and dynamic food and beverage industry. England rheology modifiers market is expected to grow at a CAGR of 4.2% during the forecast period of 2025 and 2034. According to the UK's National Statistics Office, the country's share of manufactured food product sales was the highest (20.8%) among the total manufactured goods sales in 2023. Besides, soft drinks sales showed a significant annual increase of EUR 696 million (12.4%) during the same period. The growing consumption of both these products is having a positive impact on the United Kingdom rheology modifiers market revenue.

Besides England, Wales is also witnessing a sharp growth in the consumption of food and beverages, owing to increasing urbanisation in major suburbs. According to the local government of Wales, the food and drinks industry currently employs 17% of the region's total workforce. The government has set a target to increase the industry's value to at least EUR 8.5 billion by 2025. This is expected to drive new growth opportunities for the United Kingdom rheology modifiers market.

#### Competitive Landscape

The United Kingdom rheology modifiers market key players are expanding their business across multiple industries such as food and beverages, pharmaceuticals, and cosmetics to fuel their overall revenue growth. Furthermore, they are also creating an inclusive market by catering to the needs of diverse customers such as those preferring plant-based and animal-free ingredients in the products they consume.

#### BASF SE

Founded in 1865, BASF SE is headquartered in Ludwigshafen, Germany. It operates in multiple segments which include agriculture, automotive and transportation, chemicals, coating solutions, construction, electronics and electricals, energy, furniture, personal and home care, nutrition, packaging, paints and varnishes, pharmaceuticals, and textiles.

#### Cargill, Inc.

Founded in 1865, Cargill is headquartered in Minnesota, United States. It offers food, ingredients, agricultural, and industrial solutions across the global supply chain. The company operates in over 70 countries and sells its products in more than 125 markets across over 1000 locations worldwide. It is also supported by 5,000 brands and around 200 R&D centres globally.

#### Arkema SA

Founded in 2006, Arkema is headquartered in Paris, France, and is a pioneer in the development of speciality materials. Its product portfolio includes acrylics, hydrogen peroxide, rheology additives, Thio chemicals, coating resins, speciality adhesives and more. The company currently operates in 55 countries and has over 151 production facilities across the EMEA region and globally.

#### Clariant AG

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Founded in 1995, Clariant AG is based in Northern Switzerland, Europe. The company is a global leader in speciality chemical manufacturing and adding value across a diverse range of industries. Its portfolio includes additives, catalysts, functional minerals, personal care, home care, biofuels, polymers, petrochemicals and more.

Other key players considered in the United Kingdom rheology modifiers market report Croda International Plc, The Lubrizol Corp., The Dow Chemical Company, Ashland Inc., ALTANA AG (BYK-Chemie GmbH), Elementis PLC, and Wacker Chemie AG, among others.

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