

Home and Personal Care Preservatives Market Size and Share - Outlook Report, Forecast Trends and Growth Analysis (2025-2034)

Market Report | 2025-08-13 | 163 pages | EMR Inc.

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Report description:

The global home and personal care preservatives market is expected to grow at a CAGR of 4.20% between 2025 and 2034.

Preservatives find the majority of their application in the water treatment industry. The water treatment sector accounts for nearly 38% of the preservative market. The home and personal care industry is also a significant application sector for preservatives, accounting for nearly 13% of the application. As more manufacturers experiment with innovative variations on formulations that integrate more advanced preservatives, the growing popularity of multi-functional phenol derivatives will continue to assist in the overall preservative market growth. Currently, phenoxyethanol is the most commonly consumed preservative in the global home and personal care industry. Phenoxyethanol is a safe preservative, which finds extensive application in skincare products, foundations, fragrances, blushers, eye makeup, detergents, and bath soaps. It prevents these products from the growth of bacteria, yeast, and fungi.

North America, a leading regional market for home care, also represents the largest market for preservatives. The industry in the region is being aided by the increasing consumption of processed products and the growing population of the high-income class. In the coming years, the rising demand for natural preservatives is likely to drive the growth of the home and personal care preservative market in the region. The Asia Pacific is also a significant market in the home and personal care preservative industry due to the rising sales of sunscreens, lotions, and anti-ageing creams in the region. The rising household care industry is also aiding the industry growth in the region as, along with Europe and North America, the Asia Pacific is also a leading home care market. China and India are the leading markets in the region, with India expected to witness a healthier growth in the coming years. Currently, India accounts for 3.1% of the global home and personal care preservatives industry.

Market Segmentation

Preservative refers to a natural or synthetic material that is applied to items such as foods, pharmaceuticals, or products for

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personal care to prevent spoilage, whether due to microbial growth or unnecessary chemical changes. A preservative might also be applied to a material to protect it from oxygen exposure damage and deterioration, and in this case, these additives are also referred to as antioxidants. Based on types, the market can be segmented into:

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

Market Analysis

The healthy home and personal care industry in developed nations is driving the market. The robustly growing personal care market in emerging regions like the Asia Pacific due to the increased awareness of hygiene and beautification rituals is providing further impetus to the industry growth. The growth in the use of phenol derivatives, which work as an effective agent against bacterial and microbial growth in personal care products, is a major driver propelling the market growth. New products having ingredients that fulfil product expectations while retaining good quality are driving the growth further.

With urbanisation and globalisation, the competition between key players is increasing. This has led to a wide range of products becoming available for consumers. These varieties of products are garnering a huge number of consumers to the market. The growing consumer interest in purchasing green and natural personal care products is also acting as a driver for the industry growth. The industry is beneficial for the producers who are venturing to prepare products that can meet the sustained green product demand in the market.

Competitive Landscape

The report gives a detailed analysis of the following key players in the global home and personal care preservatives industry, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant turnarounds:

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- The Dow Chemical Company (NYSE: DD)
- BASF SE
- Emerald Kalama LLC
- Thor GmbH
- Ashland LLC
- Lanxess
- Troy Corporation
- Arkema S.r.l
- Minasolve
- Others

The primary consumers in the industry are:

- The Procter & Gamble Company
- Unilever PLC
- L'Oreal S.A.
- Johnson & Johnson
- Reckitt Benckiser Group Plc
- Colgate Palmolive Company
- Henkel AG & Co. KGaA
- Estee Lauder Companies Inc.

The comprehensive EMR report provides an in-depth assessment of the industry based on the Porter's five forces model along with giving a SWOT analysis.

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