

HPMC Market Size, Share and Growth Analysis Report - Forecast Trends and Outlook (2025-2034)

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Report description:

The global HPMC market, valued at USD 5.36 Billion in 2024 , has experienced significant growth and is utilised across various industries, such as pharmaceuticals, food, construction, and cosmetics, providing numerous benefits. The market is forecasted to expand at a CAGR of 3.20% from 2025 to 2034, potentially reaching USD 7.34 Billion by 2034 . HPMC is becoming more popular in cosmetics and personal care due to its ability to improve texture, moisture retention, and skin feel in products such as lotions, creams, and shampoos.

Global HPMC Market Growth

HPMC is utilised in various industries such as pharmaceuticals, food, construction, and cosmetics. It enhances drug safety, improves food texture, and acts as an emulsifier in cosmetics. Non-toxic and safe, it is commonly used in food, pharmaceutical, and personal care products, providing versatile benefits. According to the International Trade Administration, South Korea's cosmetic production reached USD 14.5 billion in 2021, boosting demand of the HPMC market.

HPMC extends shelf life by stabilising formulations and preventing degradation. Its biodegradable nature makes it an eco-friendly choice. Water-soluble, it enhances the quality of water-based products. In construction, it improves cement adhesion and workability, while its film-forming properties benefit coatings and packaging materials.

Key Trends and Recent Developments

The HPMC market is experiencing growth due to the expansion of pharmaceutical applications, the rising popularity of gluten-free products, and continuous innovation within the cosmetics and personal care sectors.

July 2024

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Kraton Corporation introduced a new range of bio-based Hydroxypropyl Methylcellulose products for the food industry. These products are designed to enhance texture and stability in various food applications, catering to consumer demand for sustainable ingredients.

April 2024

The CSIR-IICT revealed progress in developing a method for producing pharmaceutical-grade Hydroxypropyl Methylcellulose (HPMC). This initiative aims to improve production efficiency and meet the increasing demand for high-quality HPMC in pharmaceutical applications.

January 2024

ACG Group launched a new line of Hydroxypropyl Methylcellulose (HPMC) capsules aimed at improving drug delivery. These capsules address the growing demand for vegetarian alternatives in pharmaceuticals, offering high performance and quality for various formulations.

November 2023

Roquette unveiled PEARLITOL CR-H, a patented blend of mannitol and HPMC for controlled-release drug formulations. This innovative product enhances tablet processability and resists alcohol and pancreatin.

Growing Demand for Eco-friendly Solutions is a Significant Trend in the HPMC Market

The global market for HPMC is seeing a shift towards eco-friendly, sustainable products. As industries and consumers focus on environmental responsibility, biodegradable HPMC formulations are gaining popularity, particularly in construction, food, and cosmetics. This trend supports sustainable production practices and reduces environmental impact. In March 2024, DuPont announced enhancements to its HPMC production processes to further sustainability goals while addressing the growing demand for eco-friendly solutions across sectors.

Expansion of Pharmaceutical Applications Impacts HPMC Market Revenue

HPMC's application in the pharmaceutical industry is expanding, especially in controlled-release drug formulations, where it enhances bioavailability and drug effectiveness. This trend reflects the rising demand for innovative pharmaceutical excipients. In May 2024, the U.S. Department of Agriculture highlighted HPMC's increasing role in generic drug production, driven by its cost-effectiveness and binding properties, which support the demand for affordable medications worldwide.

Rising Popularity of Gluten-Free Products Boosts HPMC Market Opportunities

The growing demand for gluten-free food products is increasing HPMC usage, as it improves texture, moisture retention, and consistency in such products. With more consumers seeking gluten-free alternatives, the food industry is incorporating HPMC into formulations. In September 2024, Snack Food & Wholesale Bakery highlighted new gluten-free snack products using HPMC to enhance quality and appeal to health-conscious consumers.

Innovation in Cosmetics and Personal Care Fuels HPMC Market Growth

HPMC is becoming more popular in cosmetics and personal care due to its ability to improve texture, moisture retention, and skin

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feel in products such as lotions, creams, and shampoos. As consumers demand multifunctional beauty products, HPMC supports innovation in the sector. In November 2024, Unilever launched new eco-friendly personal care items using HPMC as a natural thickener, meeting the demand for sustainable beauty solutions without compromising product effectiveness.

Global HPMC Market Trends

HPMC is used as a food additive to improve texture and moisture retention in gluten-free products. In cosmetics, it enhances texture and skin feel. It also controls viscosity for optimal flow in industrial formulations and boosts drug bioavailability. Available in various forms, HPMC plays a key role in shaping HPMC market dynamics and trends.

With high heat stability, HPMC is suitable for high-temperature applications. Its biodegradable nature makes it an environmentally friendly choice. In beverages, it stabilises emulsions, enhancing texture. Cost-effective, it acts as a binding, thickening, and stabilising agent. Additionally, HPMC promotes digestive health by acting as dietary fibre in food and pharmaceutical products. In June 2024, BASF announced advancements in HPMC formulations to improve drug delivery systems, supporting the pharmaceutical sector's growth and meeting the increasing demand for effective medications.

Global HPMC Industry Segmentation

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

Market Breakup by End Use

- Construction
- Pharmaceutical (Including Cosmetics)
- Food Industry
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Global HPMC Market Share

According to the HPMC market analysis, the construction industry is a major driver of the market due to its vital role as a cement additive. HPMC improves water retention, workability, and adhesion in cement products, enhancing durability and performance. The global demand for infrastructure development further increases HPMC use in construction. In January 2024, Australia's new residential construction value rose by 19.4%, reaching USD 7.14 billion.

The growth of the HPMC market is also supported by the food industry, which benefits from HPMC as a plant-based thickening and stabilising agent, especially in gluten-free and vegan products. Its ability to enhance texture and moisture retention makes it popular in processed foods, particularly among health-conscious consumers. The U.S. food service industry, valued at USD 905.13 billion in 2023, saw a 9.76% increase from the previous year, underlining the industry's growth and its dependence on ingredients

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like HPMC for stability.

Competitive Landscape

The global HPMC market key players offer innovative and sustainable solutions across a range of industries, including pharmaceuticals, food, construction, and personal care. These companies are recognised for their expertise in high-performance ingredients, such as Hydroxypropyl Methylcellulose (HPMC), commonly used in pharmaceutical formulations, food products, and cosmetics.

ShinEtsu (SE Tylose GmbH & Co. KG)

Headquartered in Tokyo, Japan, ShinEtsu Chemical was established in 1926, and is a leading global manufacturer of chemicals and silicon products. SE Tylose GmbH & Co. KG is a subsidiary focusing on cellulose derivatives, such as Hydroxypropyl Methylcellulose (HPMC), for various applications in industries like construction, pharmaceuticals, and cosmetics.

Ashland

Ashland Global Holdings Inc., founded in 1924, is a multinational speciality chemicals company based in Kentucky, United States. Ashland provides a wide range of products, including HPMC for the pharmaceutical and food industries. The company is known for innovation in high-performance ingredients and sustainable solutions across multiple sectors.

Dow

Dow Inc., established in 1897, is a leading materials science company with its headquarters in Michigan, United States. Dow offers a broad range of products, including Hydroxypropyl Methylcellulose (HPMC), used across pharmaceuticals, food, and construction sectors. The company is renowned for its innovation and sustainable chemical solutions.

LOTTE Fine Chemical

Headquartered in Seoul, South Korea, the company was founded in 1976. A part of the LOTTE Group, it manufactures a diverse range of chemicals, including HPMC. The company focuses on high-quality, sustainable products used in the pharmaceuticals, construction, and consumer goods industries worldwide.

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