

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

Market Report | 2025-08-12 | 176 pages | EMR Inc.

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Report description:

The global phenoxyethanol market size reached around USD 208.83 Million in 2024. The market is projected to grow at a CAGR of 4.50% between 2025 and 2034 to reach nearly USD 324.31 Million by 2034.

Asia Pacific Presents Significant Growth Opportunities for the Phenoxyethanol Market

The Asia Pacific region is expected to be one of the fastest-growing regions in the phenoxyethanol market, driven by the rising disposable incomes and changing lifestyles. The rising adoption of the product in the pharmaceutical industry in the region is further propelling the growth of the market. The rapidly rising personal care industry is also expected to present lucrative growth opportunities for the phenoxyethanol industry in the Asia Pacific.

Europe and North America are also significant phenoxyethanol markets. The growth of the industry in these regions can be attributed to the rising demand for personal care products due to the improving living standards and increasing focus on aesthetic appearances. The approval of the product from various regulatory authorities like the USFDA has also aided the growth of the industry in Europe and North America.

Phenoxyethanol: Market Segmentation

Phenoxyethanol is a glycol ether with antibacterial, antiseptic, insect repellent, preservative, and solvent properties. It also acts against *Pseudomonas aeruginosa* strains, even with a 20% serum. Phenoxyethanol is present naturally in green tea and can be used to reduce bacterial growth in cosmetics such as moisturisers, eye shadows, lipsticks, sunscreens, and other products.

On the basis of type, the market is divided into:

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- Phenoxyethanol P5
- Phenoxyethanol P25

Based on application, the industry can be segmented into:

- Personal Care
- Home Care
- Paints and Coatings
- Inks and Dyes
- Pharmaceutical
- Others

The regional markets for the product include:

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

Rising Demand for Cosmetics to Aid the Global Phenoxyethanol Market Growth

The global phenoxyethanol market is driven by the rising demand for cosmetics due to the need for the protection of such beauty products from any bacterial development and to prolong the shelf life of products like lip and eye make-up, perfumes and deodorants, water-based skin lotions, and nail polish removers. The market is further aided by the rise in the adoption rate of phenoxyethanol by sectors, such as paints and coatings, pharmaceuticals, healthcare, soap, and other sectors. Some of the factors, such as product innovation by introducing natural alternatives, is predicted to generate new opportunities for the key players in the forecast period. Other factors, such as the rising disposable income, rapid urbanisation, and changing lifestyles, are also expected to aid the market growth for phenoxyethanol.

However, the market may face challenges owing to the strict government regulations in relation with the use of phenoxyethanol. In addition to this, the fact that phenoxyethanol is a potential allergen, due to which overexposure to the product may cause diarrhea, or vomiting, is also not favourable for the market growth.

Key Industry Players in the Global Phenoxyethanol Market

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

- BASF SE
- Clariant International Ltd
- Galaxy Surfactants Limited
- Clariant Ltd
- Dow Chemical Company
- Schulke & Mayr GmbH
- Others

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

Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Regions
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth
 - 3.3 Inflation Trends
 - 3.4 Democracy Index
 - 3.5 Gross Public Debt Ratios
 - 3.6 Balance of Payment (BoP) Position
 - 3.7 Population Outlook
 - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate
- 5 Global Phenoxyethanol Market Analysis
 - 5.1 Key Industry Highlights
 - 5.2 Global Phenoxyethanol Historical Market (2018-2024)
 - 5.3 Global Phenoxyethanol Market Forecast (2025-2034)
 - 5.4 Global Phenoxyethanol Market by Type
 - 5.4.1 Phenoxyethanol P5
 - 5.4.1.1 Historical Trend (2018-2024)
 - 5.4.1.2 Forecast Trend (2025-2034)
 - 5.4.2 Phenoxyethanol P25
 - 5.4.2.1 Historical Trend (2018-2024)
 - 5.4.2.2 Forecast Trend (2025-2034)
 - 5.5 Global Phenoxyethanol Market by Application

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- 5.5.1 Personal Care
 - 5.5.1.1 Historical Trend (2018-2024)
 - 5.5.1.2 Forecast Trend (2025-2034)
 - 5.5.1.3 Breakup by Type
 - 5.5.1.3.1 Hair Care
 - 5.5.1.3.1.1 Historical Trend (2018-2024)
 - 5.5.1.3.1.2 Forecast Trend (2025-2034)
 - 5.5.1.3.2 Face and Body Care
 - 5.5.1.3.2.1 Historical Trend (2018-2024)
 - 5.5.1.3.2.2 Forecast Trend (2025-2034)
 - 5.5.1.3.3 Hygiene Products
 - 5.5.1.3.3.1 Historical Trend (2018-2024)
 - 5.5.1.3.3.2 Forecast Trend (2025-2034)
 - 5.5.1.3.4 Perfumes
 - 5.5.1.3.4.1 Historical Trend (2018-2024)
 - 5.5.1.3.4.2 Forecast Trend (2025-2034)
 - 5.5.1.3.5 Cosmetics
 - 5.5.1.3.5.1 Historical Trend (2018-2024)
 - 5.5.1.3.5.2 Forecast Trend (2025-2034)
 - 5.5.1.3.6 Others
 - 5.5.2 Home Care
 - 5.5.2.1 Historical Trend (2018-2024)
 - 5.5.2.2 Forecast Trend (2025-2034)
 - 5.5.3 Paints and Coatings
 - 5.5.3.1 Historical Trend (2018-2024)
 - 5.5.3.2 Forecast Trend (2025-2034)
 - 5.5.4 Inks and Dyes
 - 5.5.4.1 Historical Trend (2018-2024)
 - 5.5.4.2 Forecast Trend (2025-2034)
 - 5.5.5 Pharmaceutical
 - 5.5.5.1 Historical Trend (2018-2024)
 - 5.5.5.2 Forecast Trend (2025-2034)
 - 5.5.6 Others- 5.6 Global Phenoxyethanol Market by Region
 - 5.6.1 North America
 - 5.6.1.1 Historical Trend (2018-2024)
 - 5.6.1.2 Forecast Trend (2025-2034)
 - 5.6.2 Europe
 - 5.6.2.1 Historical Trend (2018-2024)
 - 5.6.2.2 Forecast Trend (2025-2034)
 - 5.6.3 Asia Pacific
 - 5.6.3.1 Historical Trend (2018-2024)
 - 5.6.3.2 Forecast Trend (2025-2034)
 - 5.6.4 Latin America
 - 5.6.4.1 Historical Trend (2018-2024)
 - 5.6.4.2 Forecast Trend (2025-2034)
 - 5.6.5 Middle East and Africa

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- 5.6.5.1 Historical Trend (2018-2024)
- 5.6.5.2 Forecast Trend (2025-2034)
- 6 North America Phenoxyethanol Market Analysis
 - 6.1 United States of America
 - 6.1.1 Historical Trend (2018-2024)
 - 6.1.2 Forecast Trend (2025-2034)
 - 6.2 Canada
 - 6.2.1 Historical Trend (2018-2024)
 - 6.2.2 Forecast Trend (2025-2034)
- 7 Europe Phenoxyethanol Market Analysis
 - 7.1 United Kingdom
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
 - 7.2 Germany
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
 - 7.3 France
 - 7.3.1 Historical Trend (2018-2024)
 - 7.3.2 Forecast Trend (2025-2034)
 - 7.4 Italy
 - 7.4.1 Historical Trend (2018-2024)
 - 7.4.2 Forecast Trend (2025-2034)
 - 7.5 Others
- 8 Asia Pacific Phenoxyethanol Market Analysis
 - 8.1 China
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 Japan
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
 - 8.3 India
 - 8.3.1 Historical Trend (2018-2024)
 - 8.3.2 Forecast Trend (2025-2034)
 - 8.4 ASEAN
 - 8.4.1 Historical Trend (2018-2024)
 - 8.4.2 Forecast Trend (2025-2034)
 - 8.5 Australia
 - 8.5.1 Historical Trend (2018-2024)
 - 8.5.2 Forecast Trend (2025-2034)
 - 8.6 Others
- 9 Latin America Phenoxyethanol Market Analysis
 - 9.1 Brazil
 - 9.1.1 Historical Trend (2018-2024)
 - 9.1.2 Forecast Trend (2025-2034)
 - 9.2 Argentina
 - 9.2.1 Historical Trend (2018-2024)
 - 9.2.2 Forecast Trend (2025-2034)

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- 9.3 Mexico
 - 9.3.1 Historical Trend (2018-2024)
 - 9.3.2 Forecast Trend (2025-2034)
- 9.4 Others
- 10 Middle East and Africa Phenoxyethanol Market Analysis
 - 10.1 Saudi Arabia
 - 10.1.1 Historical Trend (2018-2024)
 - 10.1.2 Forecast Trend (2025-2034)
 - 10.2 United Arab Emirates
 - 10.2.1 Historical Trend (2018-2024)
 - 10.2.2 Forecast Trend (2025-2034)
 - 10.3 Nigeria
 - 10.3.1 Historical Trend (2018-2024)
 - 10.3.2 Forecast Trend (2025-2034)
 - 10.4 South Africa
 - 10.4.1 Historical Trend (2018-2024)
 - 10.4.2 Forecast Trend (2025-2034)
 - 10.5 Others
- 11 Market Dynamics
 - 11.1 SWOT Analysis
 - 11.1.1 Strengths
 - 11.1.2 Weaknesses
 - 11.1.3 Opportunities
 - 11.1.4 Threats
 - 11.2 Porter's Five Forces Analysis
 - 11.2.1 Supplier's Power
 - 11.2.2 Buyer's Power
 - 11.2.3 Threat of New Entrants
 - 11.2.4 Degree of Rivalry
 - 11.2.5 Threat of Substitutes
 - 11.3 Key Indicators for Demand
 - 11.4 Key Indicators for Price
- 12 Value Chain Analysis
- 13 Price Analysis
 - 13.1 North America Historical Price Trends (2018-2024) & Forecast (2025-2034)
 - 13.2 Europe Historical Price Trends (2018-2024) & Forecast (2025-2034)
 - 13.3 Asia Pacific Historical Price Trends (2018-2024) & Forecast (2025-2034)
 - 13.4 Latin America Historical Price Trends (2018-2024) & Forecast (2025-2034)
 - 13.5 Middle East & Africa Historical Price Trends (2018-2024) & Forecast (2025-2034)
- 14 Manufacturing Process
 - 14.1 Overview
 - 14.2 Detailed Process Flow
 - 14.3 Operation Involved
- 15 Competitive Landscape
 - 15.1 Supplier Selection
 - 15.2 Key Global Players
 - 15.3 Key Regional Players

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- 15.4 Key Player Strategies
- 15.5 Company Profiles
 - 15.5.1 BASF SE
 - 15.5.1.1 Company Overview
 - 15.5.1.2 Product Portfolio
 - 15.5.1.3 Demographic Reach and Achievements
 - 15.5.1.4 Certifications
 - 15.5.2 Clariant International Ltd
 - 15.5.2.1 Company Overview
 - 15.5.2.2 Product Portfolio
 - 15.5.2.3 Demographic Reach and Achievements
 - 15.5.2.4 Certifications
 - 15.5.3 Galaxy Surfactants Limited
 - 15.5.3.1 Company Overview
 - 15.5.3.2 Product Portfolio
 - 15.5.3.3 Demographic Reach and Achievements
 - 15.5.3.4 Certifications
 - 15.5.4 Clariant Ltd
 - 15.5.4.1 Company Overview
 - 15.5.4.2 Product Portfolio
 - 15.5.4.3 Demographic Reach and Achievements
 - 15.5.4.4 Certifications
 - 15.5.5 Dow Chemical Company
 - 15.5.5.1 Company Overview
 - 15.5.5.2 Product Portfolio
 - 15.5.5.3 Demographic Reach and Achievements
 - 15.5.5.4 Certifications
 - 15.5.6 Schulke & Mayr GmbH
 - 15.5.6.1 Company Overview
 - 15.5.6.2 Product Portfolio
 - 15.5.6.3 Demographic Reach and Achievements
 - 15.5.6.4 Certifications
 - 15.5.7 Others

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