

Benzoic Acid Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Form (Powder, Granules), By Application (Food and Beverages, Cosmetics, Pharmaceuticals, Others), By Region and Competition, 2020-2030F

Market Report | 2025-11-24 | 185 pages | TechSci Research

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Report description:

Market Overview

The Global Benzoic Acid Market, valued at USD 1.30 Billion in 2024, is projected to experience a CAGR of 4.91% to reach USD 1.73 Billion by 2030. Benzoic acid, an aromatic carboxylic acid, is widely utilized across various industries, frequently serving as an intermediate in the production of diverse chemicals, including its salts like sodium benzoate, phenol, and alkyd resins. Market expansion is primarily driven by the increasing demand for effective food preservatives in the food and beverage sector, where it inhibits microbial growth, alongside its critical applications in the pharmaceutical industry for drug synthesis and in the chemical sector for manufacturing plasticizers and alkyd resins. This demand is further propelled by evolving consumer lifestyles that favor packaged and processed food products requiring extended shelf life.

Key Market Drivers

The escalating global demand for packaged and processed foods serves as a primary catalyst for the benzoic acid market. Modern consumer lifestyles, driven by increased urbanization and busy schedules, necessitate convenient food options with extended shelf lives. Benzoic acid effectively inhibits microbial spoilage in various acidic products like fruit juices, jams, and pickles, making it a crucial preservative. This consistent requirement for effective food preservation solutions directly propels market demand. Demonstrating this trend, according to Eastman Chemical Company, in October 2024, the company expanded its benzoic acid manufacturing capacity in a new United States plant to meet increasing demand in food preservatives and industrial applications.

Key Market Challenges

The volatility of raw material costs, particularly toluene, presents a significant impediment to the growth of the global benzoic acid market. Toluene is a key precursor in benzoic acid synthesis, making its price fluctuations directly impactful on production

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economics. Unpredictable raw material expenses lead to increased operational costs for manufacturers, consequently narrowing profit margins and hindering stable pricing strategies. This fluctuating cost environment complicates long-term financial planning and deters crucial investments in capacity expansion or technological upgrades within the benzoic acid sector.

Key Market Trends

Innovation and Adoption of Bio-based Benzoic Acid Alternatives

A significant trend is the innovation and adoption of bio-based benzoic acid alternatives, reflecting the chemical industry's pivot towards sustainable production. This shift, driven by environmental concerns, demands substantial green chemistry investment. According to the American Chemistry Council's 2024 Year-End Situation & Outlook, US chemical industry capital spending rose 4.1% to \$34 billion in 2024, with sustainability investments active. This fosters eco-conscious solutions. For instance, in September 2025, LANXESS began producing benzoic acid at its Botlek site using low-emission electricity, eliminating fossil fuels and reducing the product's carbon footprint.

Key Market Players

- Avantor Inc.
- Merck KGaA
- Ganesh Benzoplast Ltd.
- Spectrum Chemical Manufacturing Corp
- Wuhan Youji Industries Co. Ltd.
- FBC Industries, Inc.
- Tengzhou Tenglong Chemical Co., Ltd.
- CellMark AB
- A.M. Food Chemical Co. Limited
- Hugestone enterprise Co. Ltd.

Report Scope:

In this report, the Global Benzoic Acid Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

-□Benzoic Acid Market, By Form:

- o Powder
- o Granules

-□Benzoic Acid Market, By Application:

- o Food and Beverages
- o Cosmetics
- o Pharmaceuticals
- o Others

-□Benzoic Acid Market, By Region:

- o North America
 - United States
 - Canada
 - Mexico
- o Europe
 - France
 - United Kingdom
 - Italy
 - Germany
 - Spain
- o Asia Pacific
 - China
 - India

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- Japan
- Australia
- South Korea
- o South America
- Brazil
- Argentina
- Colombia
- o Middle East & Africa
- South Africa
- Saudi Arabia
- UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Benzoic Acid Market.

Available Customizations:

Global Benzoic Acid Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

-□Detailed analysis and profiling of additional market players (up to five).

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