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# Cosmetic & Toiletry Chemicals

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US Industry Study with Forecasts for **2012 & 2017**

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Study #2369 | July 2008 | \$4700 | 384 pages

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*Growth in US cosmetic and toiletry chemical demand will be aided by several factors, including favorable demographics and trends in consumer preference toward higher value additives.*

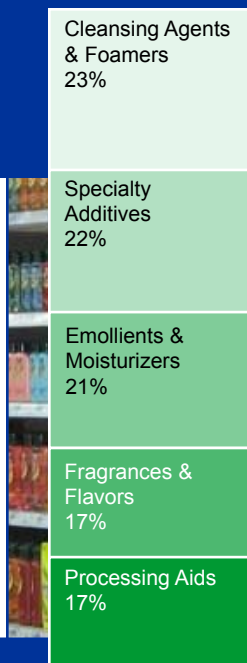
## US demand to rise 5.8% annually through 2012

Demand for cosmetic and toiletry chemicals in the US is forecast to rise 5.8 percent per year to \$8.8 billion in 2012. Growth will be aided by several factors, including favorable demographics and trends in consumer preference (e.g., the popularity of organic and natural products). Volume advances, while healthy overall, will be partially restrained by the use of higher value ingredients that are more effective at lower loadings.

## Natural products among best growth opportunities

Growth in demand for active ingredients, such as enzymes, amino acids and peptides, will be propelled by continued gains in cosmeceutical skin care products and high value additives such as nanoscale ingredients. Natural products, such as botanical extracts, soy protein, and natural fats and oils, are expected to achieve favorable growth, as their incorporation in various formulated products continues to increase. Traditional cosmetic and toiletry chemicals, such as petroleum oils and commodity surfactants, will experience limited gains, primarily due to the popularity of water-based formulations in skin and hair care products, the increased use of natural ingredients, and a trend away from chemicals that have the perception of being harsh.

## US Cosmetic & Toiletry Chemical Demand by Function, 2007 (\$6.6 billion)



## Advances in raw materials key to market expansion

The US cosmetic and toiletry market is constantly evolving, driven primarily by advancements in raw materials, such as the greater use of more efficient delivery systems and nanotechnology; and the use of higher value raw materials (e.g., exotic essential oils and specialty surfactants) that may provide product differentiation or enhanced performance. A key to gaining share in the cosmetic and toiletry chemical market is supplying materials that can improve on existing formulations, enhance product differentiation or provide opportunities in an under-served market. With raw materials, formulators are able to provide an

ever increasing selection among standard items, and the ability to target specific categories or needs. For example, about two decades ago, shampoo on the mass market primarily included formulation for normal, oily, or dry/color treated hair, as well as anti-dandruff types. A walk down the personal care aisles in any retail store today reveals the choices in each category have multiplied to an almost overwhelming level for consumers. For example, formulators are segmenting the hair care market beyond the typical categories to include curly, straight, blond, brunette, gray and ethnic.

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## Sample Text, Table & Chart

### FUNCTIONS

#### Emollients & Moisturizers

Demand for emollients and moisturizers in cosmetics and personal care is projected to expand to \$9 billion in 2017. Advances will result from broader use of emollients in other products that have been traditionally reserved for emollients and moisturizers. Demand will be prompted by the overall growth of the industry, especially in baby care products where dry skin, hair and other signs of advancing age become more prevalent. Market appeal of natural products will spur growth of plant-based emollients. Similarly strong growth is expected for high-end silicone-based emollients, which provide emolliency without a greasy feel and comparable in terms of performance and price with natural ingredients. Petroleum-based emollients will also contribute growth momentum based on their proven effectiveness and low cost, although the pace of advances will be below that for the overall emollients and moisturizers sector due to consumer distaste for the tacky feel often associated with petrolatum and other refined petroleum products. Demand for animal-based emollients will also lag due to increasing consumer distaste for animal-derived products in general.

Emollients and moisturizers are used in creams, lotions, shaving creams and bath products to make skin feel softer and smoother and to reduce roughness and irritation. Newer formulations are also being promoted as wrinkle reducers. While emollients are generally oil-based (primarily petroleum products such as white oils and petrolatum), silicones are increasingly used as emollients based on their ability to soften the skin without leaving a greasy or tacky feel. Other moisturizing agents include vegetable oils, glycerine and other oleochemicals; zinc oxide; lanolin; and waxes. Suppliers of emollients and moisturizing agents to

185

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SAMPLE  
TEXT

TABLE III-11

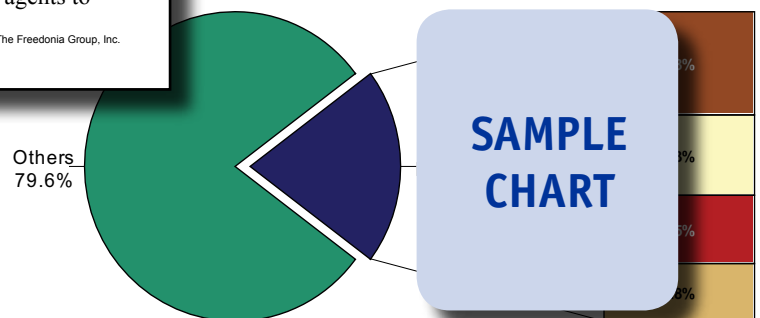
### BOTANICAL EXTRACTS DEMAND IN COSMETICS & TOILETRIES (million dollars)

Item	1997	2002	2007	2012	2017
Cosmetic/Toiletry Shpts (mil 2000\$) 26					280
lb botanical/000\$ shpts					4
Botanical Extracts Demand (mil lb)					2
\$/lb					2
Botanical Extracts Demand					0
Essential Oils					0
Aloe Vera					0
Enzymes & Plant Acids					5
Other					5
% botanical extracts					3
Natural Products Demand	372	550	650	1015	2050

SAMPLE  
TABLE

CHART VI-1

### US COSMETIC & TOILETRY CHEMICAL MARKET SHARE BY COMPANY, 2007 (\$6.6 billion)



SAMPLE  
CHART

## Sample Profile, Table & Forecast

**TABLE V-11**  
**ORAL HYGIENE PRODUCT CHEMICALS DEMAND**  
 (million dollars)

Item	1997	2002	2007	2012	2017
Oral Hygiene Product Shipments \$ chemicals/000\$ oral hygiene	1				00 11
Oral Hygiene Product Chemicals					45
Active Ingredients					60
Viscosity Control Agents					15
Cleansing Agents & Foamers					05
Other					65
% oral hygiene Cosmetic & Toiletry Chemicals	35				7 00



### COMPANY PROFILES

#### Stepan Company

Edens and Winnetka Road  
 Northfield, IL 60093  
 847-446-7500  
<http://www.stepan.com>

Sales: \$1  
 Employe  
 Key Pro



Stepan Company is a leading manufacturer of intermediate chemicals used in a variety of consumer products. The company operates in three segments: surfactants, specialty chemicals, and specialty products.

The surfactants segment is a key part of the company's and toiletry chemicals industry through the surfactants segment, which had sales of \$976 million in 2007. Of the segment's total 2007 sales, \$650 million were to customers in North America. Through this segment, Stepan produces a variety of surfactants that are used in such items as shampoos, lotions, cosmetics, toothpastes, detergents and fabric softeners. For personal care applications, Stepan manufactures a variety of surfactants for use in bath lotion and oils, creams and lotion, facial masks, manicuring products, shaving products, skin cleansers and fresheners, suncare products, cosmetics, antiperspirants and deodorants, fragrance products, shampoos and hair conditioners, hand cleaners, oral hygiene products, bubble baths, and bath soaps.

Surfactant chemicals made by Stepan include a full line of anionic, cationic, nonionic and amphoteric surfactants that can be utilized in the formulation of cosmetics and toiletries, among other end uses. Specific products include the Company's AMPHOSOL betaines, sultaines and amphotacetates; BIO-TERGE alpha olefin sulfonates; AMMONYX amine oxides; CEDEPAL trideceth sulfates; NINOL alkanolamides;

"Demand for chemicals in oral hygiene products such as toothpastes, mouthwashes and other oral rinses, and tooth whitening preparations is projected to grow 5.9 percent per year to \$420 million in 2012. Gains will slow from rates achieved during the 2002-2007 period, when the introduction of whitening oral care formulations and a proliferation of new toothpaste flavors and formulations caused a surge in demand for ingredients that had not been in traditional oral care products."

--Section V, pg. 235

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**OTHER STUDIES**

**Cosmetic Surgery Products**

This study analyzes the US cosmetic surgery product industry. It presents historical demand data (1997, 2002, 2007) and forecasts for 2012 and 2017 by raw material (e.g., microbial extracts, collagen, polymers); product (e.g., hair removal lasers, botulinum toxin, tissue fillers, breast implants, wound care disposables); and procedure (e.g., surgical reshaping, lifts and tucks, liposuction, laser treatments). The study also considers market environment factors, details industry structure and market share, and profiles industry participants.

#2389 ..... 08/2008..... \$4600

**Enzymes**

US demand for enzymes will grow 6% annually through 2012. Advances will be led by continued rapid expansion in the fuel ethanol segment of the starch processing enzyme market, as well as strong growth in the large pharmaceutical and smaller biocatalyst and pulp and paper markets. Animal feed will also contribute to gains. This study analyzes the \$1.9 billion US enzyme industry, with forecasts for 2012 and 2017 by market and product. It also evaluates market share and profiles industry competitors.

#2351 ..... 06/2008..... \$4600

**Dental Products & Materials**

US demand for dental products will rise 4.5% per year through 2012, aided by favorable population trends and continued interest in cosmetic dentistry. More concern about overall good health will provide added opportunities for mouthwash/dental rinses, sealants, fluoride treatments and other products. This study analyzes the US dental product and material industry, with forecasts for 2012 and 2017 by product and raw material. It also evaluates company market share and profiles leading industry competitors.

#2313 ..... 03/2008..... \$4500

**Food & Beverage Additives**

US food and beverage additive demand will rise 4.4% annually through 2012, driven by new and improved products. The flavored water, sports drink and energy drink markets will register robust growth. Additives in dairy products will benefit from increasing use of probiotic ingredients in yogurt and other products. This study analyzes the \$7 billion US food and beverage additive industry, with forecasts for 2012 and 2017 by product and application. It also evaluates market share and profiles major producers.

#2305 ..... 03/2008..... \$4500

**Pigments:  
Inorganic, Organic & Specialty**

US color pigment demand will grow 4.4% yearly through 2011, driven by a shift toward high-performance organic pigments and specialty types. Metallic, pearlescent and other specialty pigments will lead gains based on the need for more novel, eye-catching optical effects in automotive coatings, printing inks, plastics, cosmetics and toiletries. This study analyzes the \$3 billion US pigments industry, with forecasts for 2011 and 2016 by type and market. It also details market share and profiles major players.

#2232 ..... 08/2007..... \$4500

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