

# Personal care ingredients market in India

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INDIA has one of the fastest expanding personal care ingredient markets. India personal care ingredients market is projected to grow at a CAGR of 9.3% by the end of 2026, owing to growing demand for these ingredients in various personal care products, such as toiletries, fragrances, skin care, hair care, oral care, makeup items and so on.

Also, growing urbanisation and increasing consumer spending on beauty products across Tier I and Tier II cities i.e. in metro cities along with the towns and small cities in India is anticipated to boost demand for personal care ingredients in the country. Moreover, rising awareness among people towards hygiene, sanitation and personal care is expected to be another major factor propelling demand for personal care ingredients in India.

The Indian personal care products sector presents strong potential growth opportunities for the global as well as domestic companies owing to the presence of a large base of the potential customer population. Apart from this, the personal care and cosmetics sector in India has shown considerable and continued growth, with increasing shelf space in retail stores and boutiques in India, stocking cosmetics from all across the globe.

India personal care ingredients market is segmented on the basis of ingredients and application. Based on ingredients, the market is segmented into clay minerals and natural and synthetic silicates, fatty acids and its derivatives, humectants and polyols, colour pigments, pearl pigments, gums and viscosity modifiers, antioxidants, preservatives and antimicrobial agents, fragrances, surfactants, ultraviolet absorbers and sunscreen agents, herbal additives, bioferments, functional actives and so on.

Based on application, the market is further classified into Skin care, Hair care, Oral care,

Colour cosmetics, Fragrances and Toiletries. Among these applications, the skin care segment is among the major application of personal care ingredients. The rising availability of specific-purpose skin care solutions, such as anti-aging creams and lotions, sunscreen lotions, and anti-acne creams is driving the growth of the market in skin care application.

Furthermore, some of the key players in the market include BASF, Clariant, Evonik, Solvay, Galaxy Surfactants, Kumar Organics, Croda, Godrej, VVF, Seppic, Sensient, Schulke, Dow, DSM, Innolex, Innospec, Lonza, Lubrizol and Ashland. These companies are using several strategies to expand market share and gain a competitive advantage over their competitors. The strategies include new product launches, mergers and acquisitions, partnerships, and collaborations.

The increasing demand for personal care products such as skincare creams, hair shampoos, hair conditioners, skin creams, toothpaste, and sunscreens are driving the market growth. Growing awareness about personal hygiene and good looks is motivating people to get more of these personal care products. Advertisements, nowadays, before actually displaying a product related to hygiene or personal care talk about the consequences of not using the product which makes the consumers aware of the necessity of buying them.

The personal care market is expanding due to increased awareness of personal hygiene and the availability of products on e-commerce platforms. Even social media has a positive impact on changing consumer purchasing habits for personal hygiene products. This is why the personal care ingredients market will ever grow.

The need for product innovations is a must. Due to their busy lifestyle, consumers' preferences for a single product with improved functionality and multiple benefits such as anti-aging, cleansing, moisturising, antioxidant,

and UV protection from a single product are changing. This is increasing the use of multifunctional ingredients in the production of such products. Customers, for example, want sun care protection features in their skincare products, as well as protection against UV rays. This is increasing the demand for UV filters.

Companies are very interested in showing products that are individually tailored because today's consumers are deeply invested in their personal genomics. Customers can now select from a variety of solution-based kits or receive formulations tailored from data-driven platforms. They can even select the type of packaging for branded products with personalised labels. This customisation fosters brand loyalty, boosts customer satisfaction, and allows for a powerful data collection apparatus.

**Covid-19 Impact:** The Covid-19 pandemic has greatly impacted industries all over the world, including the personal care ingredients market. Consumer purchasing habits have shifted dramatically since the impact of Covid-19, and nowhere is this more evident than in the personal hygiene and sanitary products space. Most people now carry multiple bottles of hand sanitisers with them, and many consumers are becoming more health-conscious and taking preventive measures against disease control. Due to the travel restrictions and social distancing measures implemented by countries on a global scale, and local too, where people have to now work from home, consumers have been exposed a lot to social media platforms and advertisements that have made them aware of the need to use personal care products, and this is expected to boost the demands for the ingredients that make up these products.

Herbal cosmetics products are driving growth due to increasing adoption, and the segment alone is expected to grow at 15-20%, as people become more aware of the possible perils in consistently using chemical formulations switch to 'safer' herbal and Ayurvedic products like Himalaya, Biotique, Dabur, Lotus and Patanjali. Many Indian & international brands have been trying to seize the established player position in this segment by launching multiple products across categories. With rising demand, brands such as Shahnaz Hussain, Forest Essentials and Kama Ayurveda have also launched products in this space.

The "natural" trend continues to be among the most important in the personal care industry. Consequently, organic or natural-perceived ingredients, such as benzoates and benzoic acid,



# Bioferments are gaining popularity

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natural gums, cellulosics, emollient esters, natural oils, and alkyl polyglucosides, are increasingly gaining importance.

Bio-engineered and fermented ingredients like Bioferments are gaining popularity as they are potentially more active.

With the release of various exotic oils and butters as a way of replacing mineral oil and silicone in some cases, emollients show strong growth. Moreover, natural oils are increasing in importance because ingredients derived from what consumers eat, are appealing for them. Properties of certain emollients, such as skin smoothing or a non-greasy feel, will also continue to drive their consumption.

Following are the category of Ingredients and its supplier for ready reference.

## Clay minerals and natural and synthetic silicates

### a) Kaolin, bentonite

Supplier: Manek Minerals, Bhuj, Gujarat; Kohi



noor Minerals, Bhuj, Gujarat; Kinca Mineral, Vadodara; Sudarshan Minchem, Mumbai; Nitin Minechem, Jodhpur

### b) alc

Supplier: Golcha Associates, Jaipur; Rajasthan Minerals, Udaipur; Chirag Minerals, Udaipur; Sudarshan Minerals, Udaipur.

### c) Synthetic silicates: e. g. Magnesium Silicate, Calcium Silicate, Sodium Silicates

Supplier: Triveni Chem, Vapi; Astra Chem, Chennai; Elite Chem, Bhavnagar; Nikunj Chem, Vadodara; Saibaba Chem, Ankleashwar

### d) Synthetic silicon dioxides

Supplier: Madhu Silica, Rajkot; 20 micron, Vadodara, Supersil Chem, Mumbai

### e) Silicone

Supplier: Momentive, Dow Corning, KK India, Reliance Chem. MR Silicones. KCC

## Fatty acids and its derivatives

### a) Vegetable oil

Supplier: Kamani Oils Mumbai; KSoils, Morena, M.P.; R.K. Aroma, Mumbai; Panniankara oil mills, Kerala, Pam Corporation, Mum-

bai; Gokulgroup, Ahmedabad; Chempro Ahmedabad

### b) Fatty acids : Stearic acid, Oleic acid, Palmitic acid, Myristic acid etc. are used for soaps as emulsifiers.

Supplier: Godrej, Bhuta Int, VVF, Oleo Chem, Gujarat Ambuja, Galaxy Surfactants

### c) Glycerol

Supplier: Godrej, VVF, Sebacia India, Dev Chem, Nangloi

### d) Fatty acid salts

Supplier: Viva Corporation, Acme Synthetic Chem. Mumbai

### e) Fatty alcohols

Supplier: Godrej, P&G Chem, VVF

### f) Fatty alcohol ethers

Supplier: Galaxy Surfactants; Jeet Chem, Navi Mumbai; Vivamaxorg, Mumbai; Saibabasurfactants, Ahmedabad; Rimpro, Mehsana; Aartisurfactants; India Glycol; KLKOleo; Huntsman

### g) Fatty alcohol and fatty alcohol ether sulphates

Supplier: Galaxy Surfactants; Jeet Chem, Navi Mumbai; Vivamaxorg, Mumbai; Saibabasurfactants, Ahmedabad; Rimpro, Mehsana; Aartisurfactants; India Glycol; KLKOleo; Huntsman

### h) Fatty acid esters

Supplier: Fine Organic, Mumbai; Venus Ethoxy, Goa; TC Chem; KLKOleo; Triveni Interc hem; Esbe Chem; Mohini Organic; Subhash Chem., Kumar Organics

### i) Fatty amines

Supplier: Fine Organic, Mumbai; Soofi Ent., Mumbai; KLKOleo

### Waxes

Supplier: Arjun Bees Wax, Vadodara; Meghagroup, Meghalaya; SR-SWax; Triveni Chem; Paragon-

Metachem; Waxoil, Mumbai; WaxChem, Chennai; Golden Bees Wax, Kerala; Rolex Lanolin; SuruChem

## Humectants and Polyols

Supplier: Godrej, VVF, Sebacia India, DevChem, Nangloi;

India Glycol; Manali Petrochem; Prime Lab.; Vimallifescience; Gandhichem; Labdhichem; Shell; Mohini Org.

Gulshan Polyols; Gayatri Bio org.; Kashyap Sweetener; Jeecon foods

## Colour pigments

Supplier: Koel Colours; Neelikon; Colour India; Matrix Pharma Chem;

Denim Colourchem; Kevin India; Dynamic products; Tata Pigments.

## Pearl pigments

Supplier: Merck; Mearl Corporation; Sudarshan Chem; Colourex; DevTech; Eckart.

## Gums and viscosity modifiers

Supplier: Kapadia Gums, Mumbai; Kantilal Brothers, Mumbai; Nutriroma, Hyderabad;

Sun Ind. Chennai; Rama Gum Ind. Hindustan Gums, Haryana; Lotus Gum, Jodhpur;

Snap Naturals & Alginates, TN; Viipra Chem, Surat; Dipti Cellulose, Jalgaon; Amar Cellulose, Ahmedabad; Asian Cellulose, Hyderabad; Lubrizol; Corel Pharma; Parchem;

Supplier: Kapadia Gums, Mumbai; Kantilal Brothers, Mumbai; Nutriroma, Hyderabad; Sun Ind. Chennai; Rama Gum Ind. Hindustan Gums, Haryana; Lotus Gum, Jodhpur; Snap Naturals & Alginates, TN; Viipra Chem, Surat; Dipti Cellulose, Jalgaon; Amar Cellulose, Ahmedabad; Asian Cellulose, Hyderabad; Lubrizol; Corel Pharma; Parchem;

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SHAMPOO • LIQUID SOAPS • HAND WASHING GEL

DIMETHYLAMINOPROPYLAMINE  
( DMAPA )

- Used in the preparation of surfactant such as cocamidopropyl betaine.
- Betaines prepared from DMAPA find application for formulation of shampoo, liquid soaps, hand washing gel, foam boosters, hair conditioners / colorants, sun shielding agents, surfactants for dish washing detergents, floor cleaners etc.

Contact:

Alkyl Amines Chemicals Limited

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Tel.: 022- 67946600 / 605 / 611 / 620 / 621 / 622 / 648. Fax: 022- 67946666.  
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# Natural clay can act as a very good active

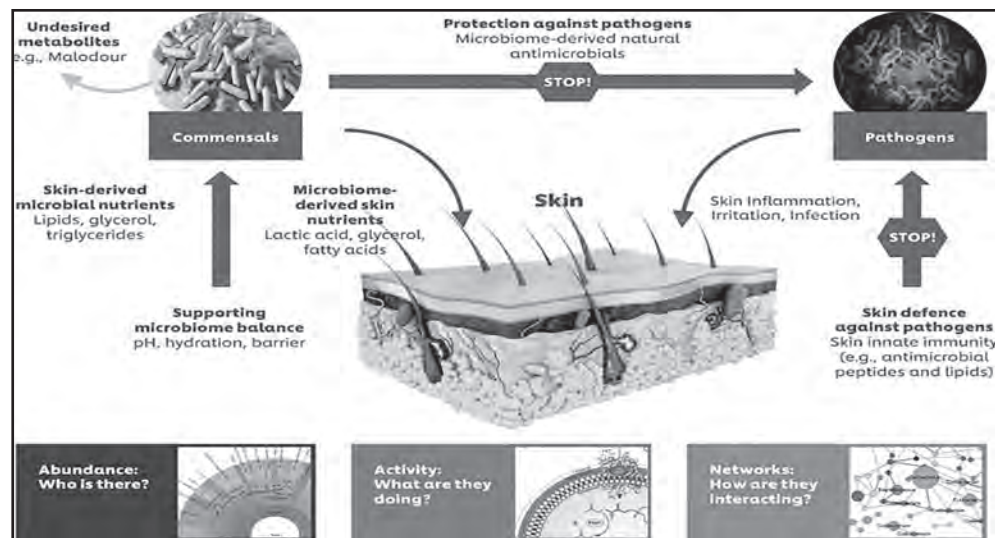
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**Postbiotics:** Postbiotics are substances that derive from probiotics through fermentation processes. This improves the composition of the skin's beneficial bacteria. Vitamin B, vitamin K, some amino acids; short-chain fatty acids; bacteriocins, or naturally antimicrobial peptides also suppress undesirable bacterial growth; hydrogen peroxide also helps to control the growth of yeasts. These postbiotics aid antimicrobial or antioxidant functions. The main plus point of Postbiotics are, they need not to be alive. These are more economical, lack regulatory hurdles too. But they can perform differently in different skin microbiome, so personalised postbiotic cosmetic approach may emerge a lighting path to cosmetic industry.

## Active ingredients:

Algal- or plant-based (*Chlorella vulgaris*, *Ulvalactuca*, etc.) actives, when used in cosmetics can be beneficial for skin by acting as a moisturiser or texture enhancing, sunscreens, anti-wrinkling, etc.

Natural clay can act as a very good active in cosmetics, as example, *Pseudomonas aerugi-*



nosa and *Azotobacter vinelandii* are known to produce alginate which can retain water and clay is a good reservoir of *Pseudomonas* sp.

Thermal water-based formulations in cosmetics are also very beneficial for skin. These are not a nutrient source for microorganism but contain live microorganisms which can

help in enhancing the skin protecting microbes and can also nourish the skin. ○

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# Market driven by multi-directional influences

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Sisco Research Lab. Mumbai.

## Antioxidants

**Supplier:** Kumar Organic Products, Bangalore, Ratnagiri Chem, Navi Mumbai; Aanchal Corp., Mumbai; Eastman; Heman-shuChem, Mumbai; Parchem; Crystal Quinone, Ahmedabad; Finoric LLC; JigChem Universal, Mumbai; Prayosha Healthcare, Ankleshwar; Powder Pack Chem, Mumbai

## Preservatives and antimicrobial agents

**Supplier:** Schulke; Kumar Organic Products, Bangalore, Parchem; Uma brothers, Mumbai; Salicylates & Chemicals; Jigchem Universal, Mumbai; NiranjanLab. Ankaleshwar; Ramdev Chem, Mumbai; Zeel Products, Vadodara; KonarOrg., Hyderabad; Akema Fine Chem; Sigma-Aldrich; R. M. Chem, Chennai; Allance India, Mumbai

## Fragrances

**Supplier:** Givaudan, IFF, S.H.Kelkar, Sa-cheerome, Ultra International, Goldfield Fragrances, Sonarom, EFF, Frafrance Speciality, Hemani Aromatics, Mayas, Oriental Aromatics, Aarav, SKFF, Robertet, Gogia Frag., Mane, J.B.Fragrance, Multiflora, Global Flavour & Fragrance, Industrial Aromatics; Symrise.

## Surfactants

**Supplier:** Galaxy Surfactants; Kumar Organics, Jeet Chem, Navi Mumbai; Vivamaxorg.

Mumbai; Kumar Organic Products, Bangalore, Saibabasurfactants, Ahmedabad; Rimpro, Mehsana; Aartisurfactants; India Glycol; KLKOLEO; Huntsman; Schill Seilacher.

## Ultraviolet absorbers and sunscreen agents

**Supplier:** Galaxy; TriveniInterchem; Kumar Organics; Ashland; Adeka; Huntsman; Colourtex; ArihantChem; Pharmacos.

## Herbal additives

**Supplier:** Greentech, Global Merchants, Konark Herbals, PlantLipids, Pioneer Herbals, K. Patel Phyto Extraction, S.S. Herbals, Delhi; Savesta Herbals, Pune; Ambar Pvt. Ltd., Mumbai; Hill Green Herbals, Bangalore; Natural Remedies, Bangalore; Phyto Concentrate, Ahmedabad; Sami Lab, Bangalore; Zeon Healthcare, Navi Mumbai; Greearth Product, Delhi; Vidya Herbs, Bangalore; Om Herbs, M.P.; Kumaon Chem, Utrakhland; AyurMed. Biotech, Mumbai; Xena Bio Herbals, Hyderabad; La-Medicca, Gurgaon; Alps pura, Delhi; Venkatesh Naturals, M.P.

## Bioferments

**Suppliers:** Kumar Organic Products, Active concepts, KALICHEM, Lotioncrafter

## Functional actives

**Supplier:** ARK chem, Arihant Traders, Anshul Life science, Ashland, Ajinomoto, Aameya Perfomatt, Avees Bio Cos, BASF,

B&T Company, Connell Bros, Coatings Specialities, Croda, Clariant, Chika, Chemhouse Marketing, DKSH, Dow Corning, Dow, DSM, Evonik, Fine Organics, Galaxy, Grant Industry, Gangwal, Godrej, Huntsman International, Hallstar, Innolex, Innospec, Induchem, Ila Bio, IMCD, Kamani Oil Industry, Kawarlal, Kumar Organics, Klk Oleo, Kobo, Lubrizol, Lonza, Lakeland, Lucas Meyer, Lipo, Mibelle, Moscot, Merck, NV. Organics, Nagase, Pioma, SSV Enterprise, Prakash Industry, Pharmacos India, Radian Chemical, Riddhi Corporation, Rishi Chemical, Scope Ingredients, Salicylates and Chemical, Scion Chemical, Sederma, Seppic, Sensient, Schulke (Air Liquid), Solabia, Stepan, TTK Health Care, Tata Chem, Uttam Biotech, Vision Life Tech, Vimal Life Science, Yasham Speciality, WCC.

The personal care ingredients market is a dynamic market driven by multi-directional influences, such as consumer trends, regulations, innovation, sustainability, efficacy, and regional differences, among many others. ○

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