



**LUCINTEL INSIGHT
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FIVE TRENDS SHAPING THE FUTURE OF THE FILLERS IN GLOBAL PERSONAL CARE MARKET

The fillers in global personal care market is growing and gaining traction due to increasing demand for fillers in cosmetic products. The rising wave of usage of bismuth oxychloride, ultra-fine mica, microspheres, and hyaluronic acid is creating significant potential in various facial care, oral care, body care, and hygiene products. The major growth drivers for this market are

increasing demand for beauty care products and growth in the hygiene product market.

The fillers in global personal care market is divided into several segments, such as mica, talc, kaolin, calcium carbonate, microsphere, bismuth oxychloride, silica, and others. Key players in the fillers in global personal care market include Imerys, Omya, Mondo Minerals, Nippon Talc, Mineral Technologies, and BASF. These have been working on different strategies to drive sales using highly influential marketing approaches; however, as we examine the challenges and opportunities ahead in this market, companies can benefit from a strategy of developing bismuth oxychloride filler and ultra-fine mica filler, along with the key target market trends we have identified. Lucintel predicts the fillers in global personal care market is expected to grow with a CAGR of approx. 4.0% between 2020 and 2025.

Lucintel identifies five trends set to influence the fillers in global personal care market. Most of the industry players and experts agree that these five trends will accelerate developments in the fillers in global personal care industry in the near future. In terms of the widespread knowledge about the fillers in global personal care market already on the horizon, there is still a lack of unified perspective on the direction the industry is moving to proactively address developments. To help bring more clarity to this gap, our study aims to provide insights concerning the direction that changes are taking and how these changes will impact the fillers in global personal care market.

1. Increasing Use of Bismuth Oxychloride Filler

Bismuth oxychloride is an inorganic compound derived naturally from rare mineral bismoclite. It is manufactured by combining mineral bismuth with lead, copper, chloride, and water. In cosmetics, bismuth oxychloride is used in lotions, foundation, eye shadow, powders, and other personal care products.



Bismuth oxychloride is used in personal care because it gives makeup a silky feel and good adhesion, and it feels smooth when rubbed between the fingers, helping it stay on the skin. Bismuth oxychloride is also good at refracting light, helping to draw attention away from wrinkles, fine lines, and minor discolorations.

2. Growing Consumption of Ultra-Fine Mica

Ultra-fine mica is an advanced form of mica. The major mica producers are focusing on the production of very fine or superfine mica for various applications. Ultra-fine mica increases flexibility, adhesion, durability, and moisture, along with improving thermal and dielectric properties. Due to its lamellar shape, it is easily oriented into parallel layers. It is safe to use on almost all types of skin, and has almost no side effects. The shimmering effect of any given product is due to the presence of mica in it.



Mica is also present in skin care products which are designed to create a glowing effect. Ultra-fine mica can be used for many personal care applications, including lip gloss, lipstick, eye shadow, eyebrow pencils, eye liner, foundation, and others.

3. Use of Microspheres in Cosmetics

Microspheres are used in cosmetics primarily as fillers and exfoliators. Most recently, scientists started to utilize the light-reflecting properties of microspheres for creating unique optical effects, such as optical blurring and wrinkle filling. Due to the light-scattering effects of the spherical surface,



formulations using appropriate microspheres can minimize the appearance of fine lines and uneven skin tone, due to optically reducing contrasts on the skin. The spherical shape and smooth surface of microspheres create a low-friction ball-bearing effect that gives formulations an elegant, silky feel. This ball-bearing effect promotes better blending on the skin and a more natural finish due to the enhanced slip, glide, and omnidirectional spreadability, imparting a creamlike look to powder texture.

4. Increasing Demand for Hyaluronic Acid (HA) Filler

Today, hyaluronic acid-based dermal fillers are the fastest non-invasive esthetic procedure in the USA, and still remain the most popular dermal fillers despite the continuously expanding presence of new injectable fillers with different innovative compounds. Injections of HA are used for correction of facial wrinkles, for soft tissue augmentation, and for filling all types of defects. HA has become the most popular skin filler agent, and has achieved a high level of patient satisfaction with a low incidence of serious complications. The highly charged nature of HA provides its high solubility and high water binding affinity, which also contributes to volume augmentation.



5. Use of Calcium Carbonates in Color Cosmetics

Calcium carbonates are used as fillers in lipstick, foundation, eyeshadow, face powder, and facial masks. The brightness and opacity of calcium carbonates make them suitable for use in both white and color cosmetics. To meet the brightness,

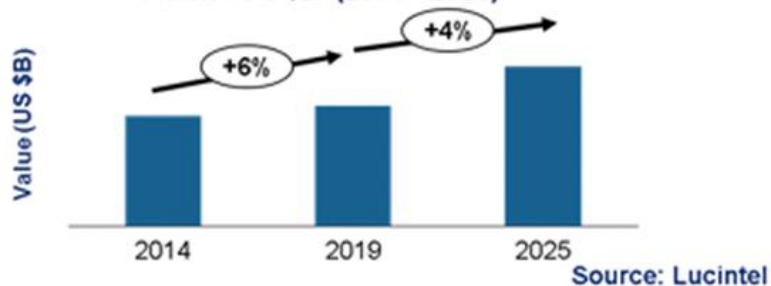


polishing, and opacifying requirements of the cosmetic industry, calcium carbonates are available as limestone- and marble-based products. While marble-based calcium carbonate exhibits high brightness, low oil absorption and low yellow index, limestone calcium carbonate exhibits homogenous deposit, high brightness, higher yellow index, and improved opacity. These carbonates are produced under controlled clean manufacturing conditions to reduce waste and the carbon footprint. Carbonates are also produced with a consistent particle size distribution; various particle sizes are available to meet the needs of the formulator.

Strategic Considerations for Key Players in the Fillers in Global Personal Care Market

The fillers in global personal care industry is dynamic and ever-changing. Successful industry players are necessarily masters of innovation, change, and adaptation. To retain this status, they need to be attentive to current trends. We believe there will be promising opportunities for fillers in global personal care in the fascial care, oral care, body care, and hygiene products. As per Lucintel's latest market research report (Source: <https://www.lucintel.com/fillers-in-the--personal-care-market.aspx>), the [fillers in global personal care market](#) is expected to grow with a CAGR of approx. 4.0% between 2020 and 2025. This market is primarily driven by the increasing demand for the beauty care market and growth in hygiene products.

Trends and Forecast for Fillers in the Global Personal Care Market US \$B (2014 - 2025)



Whether you are new to the fillers in global personal care market or an experienced player, it is important to understand the trends that impact the development process, as these trends as listed above will lead players to create long-term strategy formulation that will allow them to remain competitive and successful in the long run. For example, to capture growth, some of the strategic considerations for players in the fillers in global personal care market are as follows:

- Players of the fillers in global personal care market can increase their capabilities to develop ultra-fine mica and bismuth oxychloride fillers.
- Players can focus on hyaluronic acid-based dermal fillers, which are expected to lead future trends.
- Investment to increase competencies in the development of microsphere fillers for cosmetic products
- Research and development activities for development of low-cost fillers for personal care products

Note: In order to gain better understanding, and learn more about the scope, benefits, and companies researched, as well as other details in the fillers in global personal care market report from Lucintel, click on <https://www.lucintel.com/fillers-in-the--personal-care-market.aspx>. This comprehensive report provides you in-depth analysis on market trends and forecast, segment analysis, regional analysis, competitive benchmarking, and company profiling of key players. In addition, we also offer **strategic growth consulting** to meet your customized needs. We have worked with many PE firms and corporate customers in the process of their market entry and M & A initiatives.



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