

# Rheology Modifiers Market to Record Sturdy Growth by 2024 - 2031 | BASF SE, The Dow Chemical Company

*The Rheology Modifiers Market is estimated to be valued at USD 8.99 Bn in 2024 and is expected to reach USD 12.08 Bn by 2031*

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/EINPresswire.com/ -- Market Overview:

Rheology modifiers are additives that help control the viscosity and flow behavior of formulations. They find widespread use in paints and coatings, cosmetics, personal care products, and others to improve the consistency and texture.

## Market Dynamics:

The rheology modifiers market is expected to grow on account of increasing demand from paints and coatings industry. Rheology modifiers help provide optimal flow and leveling properties to paints and allow uniform spreading of coatings on surfaces. They prevent settling and sagging. Furthermore, growing construction activities especially in emerging economies of Asia Pacific and Middle East and Africa are fueling the demand for paints and coatings which in turn is driving the rheology modifiers market. Rapid urbanization and infrastructure development projects require large quantities of paints and coatings. This is propelling the rheology modifiers market growth over the forecast period.

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Rheology Modifiers Market Drivers



Rheology Modifiers Market

## Growth of End-use Industries Such as Paints & Coatings, Personal Care & Pharmaceuticals Is Driving the Demand for Rheology Modifiers

The rheology modifiers market is mainly driven by the growth of end-use industries such as paints & coatings, personal care & pharmaceuticals where rheology modifiers are used. With increasing population and industrialization, the demand for paints & coatings from construction and automotive industries is rising significantly globally. According to many estimates, the global paints & coatings market is expected to grow at over 4-5% annually till 2025. Rheology modifiers play an important role in controlling and modifying the flow properties of paints and coatings.

Similarly, the personal care industry has also been growing steadily driven by changing consumer preferences towards natural and organic personal care products. Rheology modifiers help in thickening formulations and suspending ingredients uniformly in personal care products like creams, lotions, gels etc. The global personal care market size was estimated at over USD 500 billion in 2020 and is projected to grow at around 4-5% annually in the coming years. All these factors are fueling the demand for rheology modifiers from growing end-use industries.

## Stringent Environmental Regulations on VOC Emissions May Restrain the Market Growth to Some Extent

While growing end-use industries present a huge opportunity, stringent environmental regulations related to volatile organic compound (VOC) emissions during the production and use of rheology modifiers may act as a market restraint to some extent. Regulations like REACH in European Union have set strict limits on VOC content in formulations. This has led manufacturers to focus on developing bio-based and environment-friendly rheology modifiers with low/no VOC which are somewhat expensive. The additional costs involved in reformulating existing products or introducing greener alternatives may negatively impact the overall demand and profits for rheology modifiers companies in the short-run until the industry adapts to new norms.

## Rheology Modifiers Market Trends

### Innovation and Product Development Focusing on Special Effects and Multi-functional Materials

One of the key trends observed in the rheology modifiers market is the increased focus on innovation and developing advanced materials beyond traditional applications. Manufacturers are investing in R&D to introduce new categories of rheology modifiers that can provide special color, texture and performance effects in end products. Another area gaining prominence is development of multi-functional materials that can act as both rheology modifiers as well as provide additional benefits like UV protection, antimicrobial properties etc. tailored for specific formulations. Such advanced specialty materials with extra functionalities command higher prices. If successfully commercialized, these new product categories have strong growth

potential and can help companies gain competitive advantage in the long run.

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- BASF SE
- The Dow Chemical Company
- Lubrizol Corporation
- Clariant
- Arkema
- Croda International Plc.
- Ashland
- Akzo Nobel N.V.
- Elementis Plc.
- BYK Additives & Instruments
- Harmony Additives Private Limited
- Imperial Industrial Minerals Company

Market Segmentation:

By Product Type:

- By Type: Organic (Cellulosic, Polyurethanes, Polycrylates, Castor Oil, and Others) and Inorganic (Clays, Silicas Others)

By Applications:

- By Application : Household Products (Homecare, Soaps and detergent, and Others), Paints & coatings, Adhesives & sealants, Personal Care Products, Inks, Pharmaceutical, Building & Construction, Oil & Gas, and Others

Key Regions/Countries Classified as Follows:

- » North America (U.S., Canada, Mexico)
- » Europe (Germany, U.K., France, Italy, Russia, Spain, Rest of Europe)
- » Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of APAC)
- » South America (Brazil, Argentina, Rest of SA)
- » Middle East & Africa (Turkey, Saudi Arabia, Iran, UAE, Africa, Rest of MEA)

Key Insights from the Global Rheology Modifiers Market Analysis:

Market Size Evaluation: Assessing the value and sales volume of the Rheology Modifiers market spanning from 2024 to 2031.

Market Trends and Dynamics: Analyzing the drivers, opportunities, challenges, and risks influencing the Rheology Modifiers market.

Macro-economic and Regional Impacts: Exploring how global inflation and geopolitical events affect the Rheology Modifiers market.

Segment Analysis: Examining the market value and sales volume of Rheology Modifiers by type and application from 2024 to 2031.

Regional Market Overview: Assessing the current situations and future prospects of the Rheology Modifiers market in different regions.

Country-level Studies: Providing insights into revenue and sales volume for major countries within each region.

The report also delves into the competitive landscape, key players, trade patterns, industry value chain, recent news, policies, and regulations. Should you have any inquiries or require customization options, please don't hesitate to contact us.

In summary, whether you're engaged in manufacturing, distribution, or investment within the Rheology Modifiers sector, this report furnishes invaluable insights into market segments, drivers, challenges, investment prospects, regional dynamics, major players, growth strategies, prevailing trends, and hurdles influencing the industry's expansion.

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