

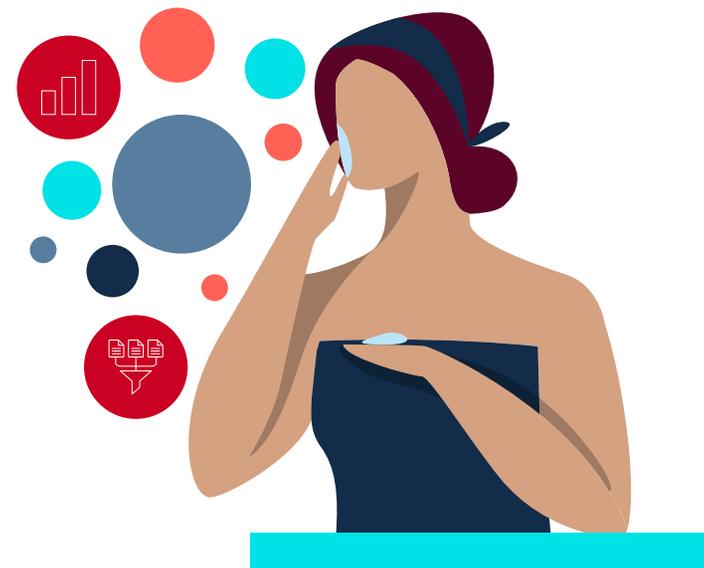
UL Prospector®'s Personal Care and Cosmetics Market Report



Competition is fierce for raw material and ingredient suppliers, especially for companies in the personal care and cosmetics (PCC) industry. Having access to market trends, data and analytics are necessary to stay competitive. Unfortunately, the vast amounts of data available are often not meaningful or are hard to act on.

With more than 1 million web visits each month, Prospector is the leader in web traffic for material search engines. We've compiled and distilled important intelligence generated through our unique position as the worldwide leader in connecting suppliers and manufacturers.

Our trends and analytics report for the PCC industry will give you guidance on competing at home and internationally. By using the provided data and insights, you can leverage this report for targeting strategies and lead generation specific to your business.



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PCC activity is concentrated in North America

Industry professionals in North America account for the largest share of product views on [Prospector](#). Per [Statista's reporting](#), this trend coincides with the United States having the largest PCC market globally. Market access can require significant initial investment and maintenance. Consequently, it is important that material suppliers consider which markets they want to target and if the growth potential for that region is in line with their business goals.



58%
North America
product views

4%
LATAM
product views

25%
EMEA
product views

13%
China
product views



Top PCC searches by region

The top search terms by region vary significantly. When evaluating target markets, suppliers should consider how well their portfolio aligns with the product developers' interests. In addition, suppliers should consider these search terms as potential keywords for SEO on [Prospector](#) and Google.

It is interesting to note that approximately 70% of views on Prospector are for products compared to 30% for formulations.



Top 15 keyword searches by region

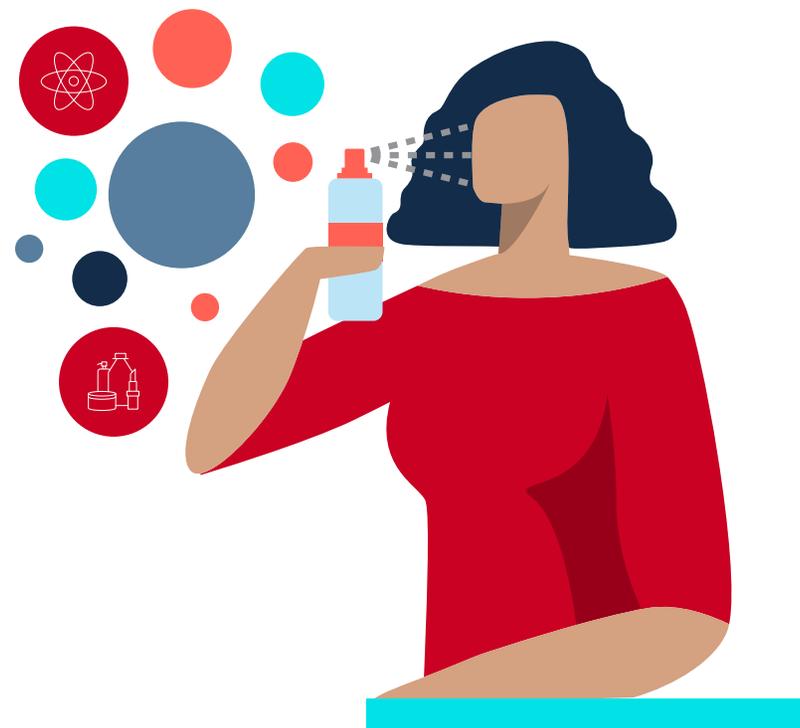
Highlighted keywords are unique to a region's top 15 searches.

NA	EMEA	APAC	LATAM
Niacinamide	Shampoo	Shampoo	Serum
Olivem 1000	Niacinamide	Serum	Shampoo
Sepimax zen	Hair mask	Niacinamide	Glycerin
Serum	Toothpaste	Hair serum	Hair mask
Body butter	Salicylic acid	Olivem 1000	Panthenol
Panthenol	Hair oil	Salicylic acid	Niacinamide
Salicylic acid	Serum	Sunscreen	Micellar water
Deodorant	Lip balm	Body wash	Cetearyl alcohol
Hyaluronic acid	Hair serum	Toothpaste	Ecocert
Retinol	Micellar water	Hair mask	Guar hydroxypropyltrimonium chloride
Shampoo	Allantoin	Clay mask	Stearamidopropyl dimethylamine
Allantoin	Olivem 1000	Hair conditioner	Shampoo bar
Lip balm	Sodium cocoyl isethionate	Lip balm	Solid shampoo
Glycolic acid	Glyceryl stearate	Sodium cocoyl isethionate	Mascara
Bakuchiol	Deodorant	Conditioner	Cleansing oil



Keyword versus International Nomenclature Cosmetic Ingredient (INCI) searches

Note that industry professionals search by INCI 20% of the time on Prospector rather than typing out a keyword. Searches by INCI only produce results for products and formulations with the INCI designation in their product listing. Therefore, it is important that suppliers provide their products' INCI information to be included in these search types.



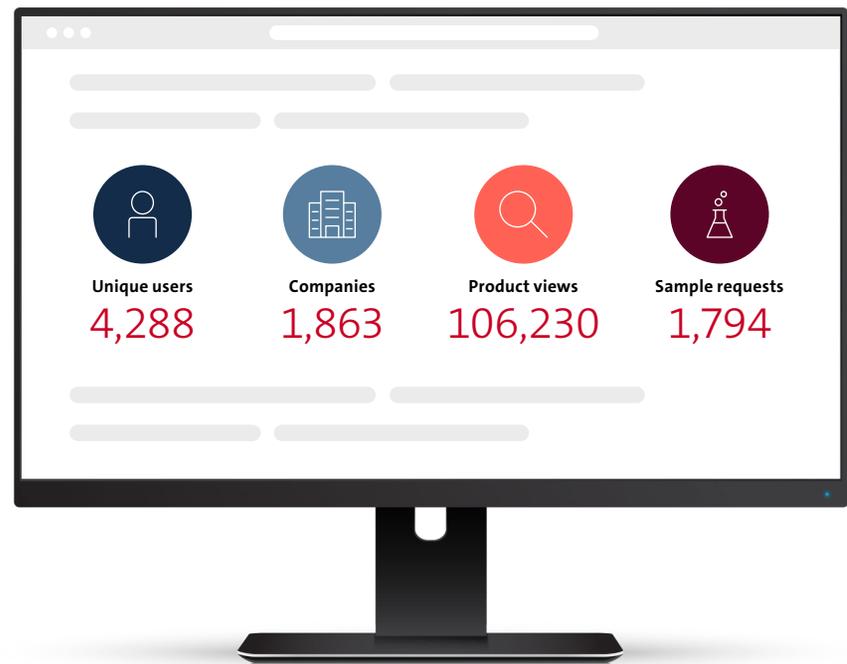


Get market insights for your business

Industry trends are foundational for data-driven strategies. Even more powerful are analytics and insights specific to your company. [Prospector's Connect](#) platform gives you intelligence and analytics for your business. See how many unique users and which companies are viewing your products, where they are from, the top keyword searches that drive traffic to your pages and more. Use the intelligence from Connect and Prospector Marketing Solutions as part of your marketing strategy to achieve your goals.

[Contact us today](#) to learn more about Prospector's analytics, lead generation and targeted digital marketing solutions today.

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