Chemical Demand Intelligence Platform

We help personal care chemical manufacturers grow faster

Gravel AI

Every day, just in France –
3 new beauty brands are launched, and 3 die.

The market moves very fast, creating new opportunities for chemical manufacturers that can see them.

Chemical sales is about knowing how the market is changing.

Just knowing new product launch trends is not enough.

L'Oreal can launch a product that sells for millions of units, and Neogen can launch a product that sells for 200 units.

What really matters, is:

- commercial success of personal care products

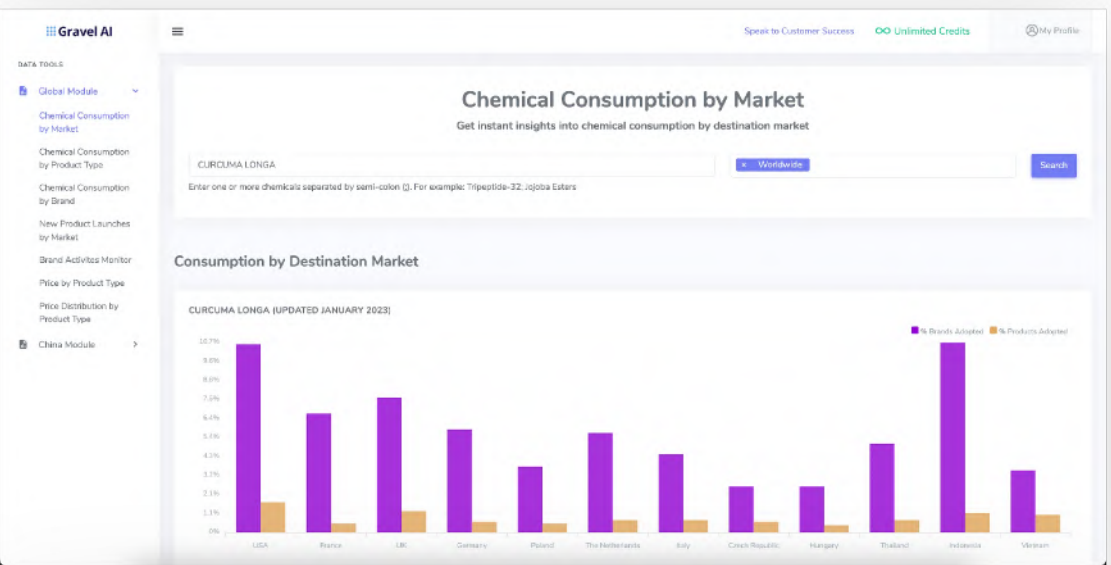- chemical consumption, per chemical, per market, per application, per account.

Instant demand intelligence for every chemical.

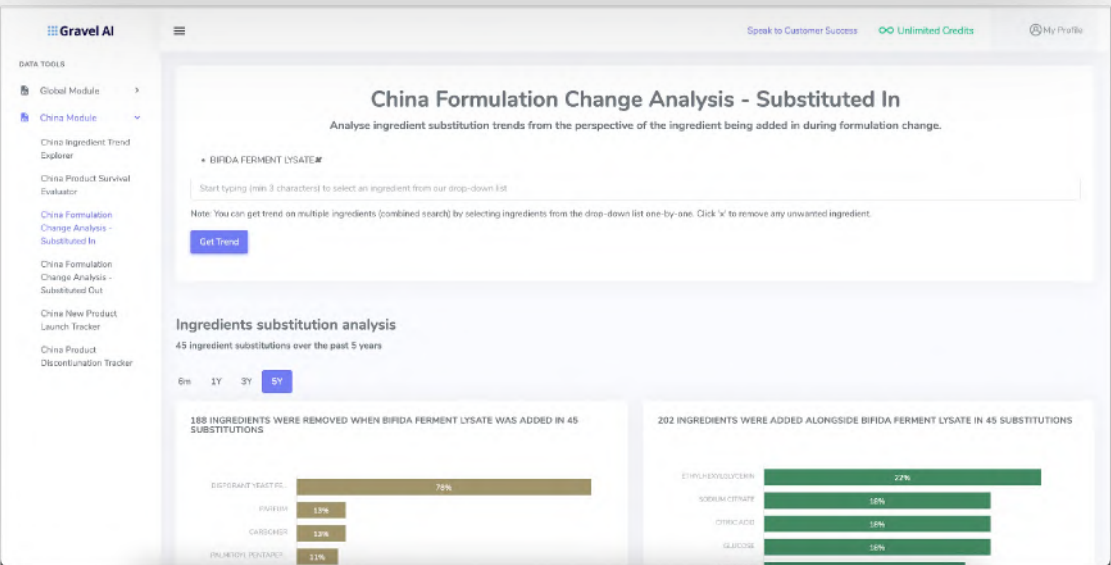Easy to use platform with global data coverage.

One view for each business question – no data analysis required:

- Chemical consumption by country/application/account
- Commercial success of personal care products
- Chemical substitutions and reformulations
- New product launches and discontinuations

What our customers say

*" **Gravel AI is going to provide a service that will accelerate and de-risk strategy and commercial execution** for the entire industry.*

Every company in this space needs to scope out markets for roadmap, so they need granular information about existing chemicals/ingredients (volume, pricing, who's selling, who's buying, competitive landscape, etc.). Gravel provides much better granularity with an easier interface. If Gravel is successful then they will make every single company in the industry more successful because it will add great depth and diligence to roadmap decisions, and then short circuit commercial path to delivering roadmap on market."

CEO, US-based green surfactant manufacturer

"We are well-established in the development and sales of so-called cosmetic active ingredients. We consider ourselves to be one of the most innovative manufacturers of cosmetic raw materials in the world. In my area of work in strategy development and innovation, we have a very limited set of database resources, with limited reliability, i.e. quality of information. Typically I have to spend significant time searching and filtering the information to find useful insights that answers my specific questions.

Gravel AI really solved one of our urgent business problems by creating granular signals and making available key information at chemical level – from formulation change trends to ingredient substitution trends – that do not exist in the market today.

I look forward to using Gravel AI's ingredients insight platform to grow my business."

Product Director, Germany-based cosmetics ingredients manufacturer

Contact Us

Book a 30-minute demo:

https://calendly.com/karen-ho/30min

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Gravel AI