

Europe Natural Surfactants market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Type (Anionic, Cationic, and Non-Ionic), Form (Powder and Liquid), and End User (Water and Wastewater Treatment, Pulp and Paper Manufacturing, Oil and Gas, Mining Industry, and Others)

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Report description:

The natural surfactants market in Europe is expected to grow from US\$ 3,284.55 million in 2022 to US\$ 4,304.35 million by 2028. It is estimated to grow at a CAGR of 4.6% from 2022 to 2028.

Widening Demand for Detergents in Household Application

Due to the rise in the prevalence of infectious diseases, especially COVID-19, people are becoming more aware of cleanliness and hygiene. The significance of hand sanitization, hygiene, and cleanliness has grown because of the rapidly emerging infectious diseases such as norovirus and influenza. Due to the increased usage of laundry detergents and household cleaning goods, the need for detergents in household applications is growing. Detergents are frequently used for cleaning because they connect water and oil, making them effective against oily stains and grease. Companies are expanding their product lines and focusing on creating eco-friendly surfactants for use in detergents for household cleaning solutions. For instance, BASF SE launched a new product, "Lamesoft Balance," for cleaning purposes. Healthcare professionals are running hygiene awareness campaigns in several developing nations to draw customers' attention and raise awareness. As a result, there is an increasing demand for personal care and household cleaning goods from customers across the region. Additionally, market participants are developing eco-friendly household cleaning solutions and personal care items to ensure that the products are effective in cleaning and are eco-friendly.

Market Overview

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Europe natural surfactant market is segmented based on country into Germany, France, Italy, the UK, Russia, and Rest of Europe. An increasing use of natural products in various industries, the growing use of natural surfactants in cosmetics and personal care products, and other application fields, etc. are some of factors driving the natural surfactant market in Europe. There are stringent regulations on the environmental impact of various products and hazardous chemicals in Europe. This is leading to an increasing use of natural products including natural surfactants in various industries. In Europe, the natural surfactants are used in household detergents, industrial and institutional cleaners, cosmetics, and personal care products. In Europe, the natural ingredients are used in conventional cosmetics and personal care products. Countries such as Germany and France are considered the prospective European markets for the natural ingredients. These countries have the largest consumer market for cosmetics and also have major production centers. Various conventional and natural cosmetics companies are present in Germany and France. In addition, the demand for natural ingredients is increasing from the European cosmetics sector due to growing consumer awareness of natural cosmetics and the efforts of cosmetics companies to replace synthetic ingredients with natural variants. This is mainly driving the natural surfactant market in the region.

Europe Natural surfactants market Revenue and Forecast to 2028 (US\$ Million)

Europe Natural Surfactants Market Segmentation

The Europe natural surfactants market is segmented into type, application, and country.

Based on type, the market is segmented into anionic, cationic, non-ionic, and amphoteric. The anionic segment registered the largest market share in 2022. Based on application, the market is categorized into detergents, personal care, industrial and institutional cleaning, oilfield chemicals, agriculture chemicals, and others. The detergents segment held the largest market share in 2022. Based on country, the market is segmented into Germany, France, Italy, the UK, Russia, and Rest of Europe. Germany dominated the market share in 2022. BASF SE; Clariant AG; Croda International plc; Dow Inc.; KAO Corporation; Lankem Ltd.; Solvay S.A.; Arkema; Stepan Company; and Evonik Industries AG are the leading companies operating in the natural surfactants market in the region.

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