

Middle East & Africa 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)

Market Report | 2022-11-16 | 203 pages | The Insight Partners

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Report description:

The natural surfactants market in Middle East & Africa is expected to grow from US\$ 560.67 million in 2022 to US\$ 692.63 million by 2028. It is estimated to grow at a CAGR of 3.6% from 2022 to 2028.

Surging Usage of Natural Surfactants in Crop Protection

The increasing popularity of bio-based crop protection chemicals is one of the major factors positively impacting the use of natural surfactants in crop protection. Crop protection chemicals give farmers an affordable solution to improve crop production and quality. They also make harvesting easier and support dependable yields from year to year. In agriculture, natural surfactant helps reduce surface tension so that liquid can penetrate the surface better. Moreover, adding natural surfactants to crop formulations improves efficiency and helps save water used for irrigation and help in reduction of runoff water. The selection of natural surfactants for agrochemical formulations is important, depending on their application. Different natural surfactants can be used as wetting agents, dispersants, or emulsifiers. In the case of wetting agents, these natural surfactants serve primarily as co-adjuvants in the application of various crop treatments, while dispersants and emulsifiers are typically used to give stability to the formulations of agricultural inputs. The most important aspect of natural surfactants in crop protection is their capacity to reduce the rates of all input use, as they optimize the activity by flattening out water droplets and dispersing the product over the leaf's surface, achieving better surface contact, enhanced absorption, and better results. Good agricultural practices require using natural surfactants to improve the efficiency and performance of plant protection treatments.

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Market Overview

The Middle East & Africa natural surfactant market is segmented based on country into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The market for natural surfactants in the Middle East & Africa is driven by increasing their use in applications such as industrial and institutional cleaning and oilfield chemicals. The need for hygiene and cleanliness in various industries, hotels, hospitals and other public places is a key activity for health reasons. The growing consumer awareness of infectious diseases caused by bacteria and viruses coupled with shifting consumer preference for natural products is driving the demand for natural industrial and institutional cleaning products. This is creating demand for natural surfactants. Further, the Middle East includes various oil-producing countries with many of the largest oil producers are in the Saudi Arabia, UAE, and Iraq. One of the major issue for petroleum companies is enhancing oil recovery from currently available reservoirs. Surfactant flooding is one of the well-established method of chemical enhanced oil recovery. It is a promising method due to its ability to reduce oil/water interfacial tension that promotes oil mobilization. Due to the growing environmental concerns about the use of synthetic surfactants, there is a growing interest in their replacement with surfactants of biological origin. This is driving demand for natural surfactants in the region.

Middle East & Africa Natural surfactants market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Natural surfactants market Segmentation

The Middle East & Africa 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 South Africa, Saudi Arabia, UAE, and Rest of MEA. Rest of MEA dominated the market share in 2022. BASF SE; Clariant AG; Croda International plc; Dow Inc.; KAO Corporation; 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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