

North America 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 North America is expected to grow from US\$ 2,870.77 million in 2022 to US\$ 3,836.30 million by 2028. It is estimated to grow at a CAGR of 5.0% from 2022 to 2028.

Growing Focus on Water and Wastewater Treatment Activities

There is an increasing focus on the production of products that cause less pollution and have low toxicity and high biodegradability. Bio-based surfactants or natural surfactants are becoming increasingly popular due to their ability to improve the emulsification of hydrocarbons for various applications and ecological benefits. These kinds of surfactants are used in a variety of industries, including food, medicine, textiles, and oilfield chemicals. The use of conventional surfactants is restricted by strict environmental and governmental regulations, which is another factor projected to drive the demand for nontoxic and highly biodegradable bio-based surfactants. Consumers' preference for natural, ecologically friendly, and sustainable products is increasing. It also appears that, consumers are quick to demand products based on natural ingredients across the region. This is gaining widespread support from governments and organizations to reduce the environmental impact from consumers and end-user industries. The growing concern regarding the sourcing of natural oils, especially tropical oils, and producers of natural surfactants have joined organizations such as the Roundtable on Sustainable Palm Oil (RSPO), which favors the development of natural surfactants.

Market Overview

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North America natural surfactant market is segmented based on country into the US, Canada, and Mexico. The region is one of the major markets for natural surfactants. The natural surfactant market in North America is mainly driven by factors such as, the growing use of renewable and natural ingredients and the increasing demand for natural surfactants from detergents, cosmetics and personal care, industrial and institutional cleaning, etc. application fields. In the region, there is an increasing use of renewable and natural ingredients to reduce the carbon footprints. Many manufacturers are striving to become more environmentally responsible. This is driven by numerous factors such as increasing consumer perceptions and awareness regarding the products and chemicals they use, certification bodies and programs such as USDA BioPreferred, and the increasing implementation of corporate sustainability initiatives. The BioPreferred Program is managed by the US Department of Agriculture (USDA). The main aims of this initiative is to assist in the development and expansion of markets for bio-based products. Due to all these factors, the demand for different natural products including natural surfactants is increasing in the region. Further, in North America, the regulations on the environmental impact of various products and hazardous chemicals are highly stringent. This is also leading to a wider acceptance and adoption of natural surfactants to replace of synthetic surfactants in many places by the manufacturers.

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

North America Natural Surfactants Market Segmentation

The North America 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 non-ionic 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 the US, Canada, and Mexico. The US 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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