

South & Central 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 South & Central America is expected to grow from US\$ 606.85 million in 2022 to US\$ 771.61 million by 2028. It is estimated to grow at a CAGR of 4.1% from 2022 to 2028.

Ramping 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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South & Central America natural surfactant market is segmented based on country into Brazil, Argentina, and the Rest of South & Central America. In South & Central America, the growing environmental concerns among customers are driving demand in natural, renewable based products. Customers are increasingly sourcing for sustainable ingredients for their production. Synthetic surfactants are usually non-biodegradable and are toxic to the environment. However, natural surfactants are biodegradable and have a low toxicity. This is putting more emphasis on green surfactants utilization. Due to various advantages of natural surfactants, their use in different application segments such as detergents, personal care and cosmetics is growing. In Brazil, the demand for natural cosmetic products continues to increase, driving the natural surfactant market growth.

South & Central America Natural surfactants market Revenue and Forecast to 2028 (US\$ Million)

South & Central America Natural surfactants market Segmentation

The South & Central 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 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 Brazil, Argentina, and Rest of SAM. Brazil 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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