

Specialty Surfactants Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 130 pages | Mordor Intelligence

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Report description:

The global specialty surfactants market is expected to grow with a CAGR greater than 5% during the forecast period. One of the major factors driving the market is the growing personal care industry in Asia-Pacific. However, increasing focus on environmental regulations is hindering the growth of the market studied.

Key Highlights

Asia-Pacific accounted for the highest share of the market and is likely to continue dominating the market during the forecast period.

Among the end-user industries, household soap & detergent is likely to account for the highest market share during the forecast period.

Specialty Surfactants Market Trends

Household Soap and Detergent Application to Dominate the Market

Currently, the household soaps & detergents application accounts for the major share of the Global Specialty Surfactants market.

The primary function of surfactant in detergent is to remove soil from fabrics and to suspend the soil in the wash water.

Surfactants in dishwasher detergents are used for wetting surfaces to help soil removal.

The surfactant level in automatic dishwasher detergents is lower than in hand dishwashing detergents to minimize foaming in the dishwasher. The major surfactants used are LAS, alcohol ethoxy sulfates (AES).

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In the recent past, the growing demand for cleaning products across the world has been a major driver for the specialty surfactants market.

Hence, owing to the above-mentioned factors, the household soap & detergent application is expected to dominate the market studied.

Asia-Pacific to Dominate the Market

Currently, Asia-Pacific accounts for the highest share of the global specialty surfactants market.

China was the largest consumer of surfactants in Asia-Pacific and the country is likely to continue its dominance during the forecast period.

Continuous growth in population is a factor fuelling the demand for cosmetics in the country. China is one of the top ten markets for cosmetics export from developed economies, such as the United States.

The growth of population, which lies in the ages between 20 and 30 years, is the major factor contributing to the increasing cosmetics demand in China.

Additionally, there has been significant growth in the demand for specialty surfactants from the southeast Asian countries for usage in applications like soap & detergents, personal care, food processing, etc.

Hence, owing to the above-mentioned factors, Asia-Pacific is likely to dominate the market studied during the forecast period.

Specialty Surfactants Market Competitor Analysis

The global specialty surfactants market is moderately fragmented as the majority of the market share is divided among many players. Some of the key players in the market include BASF SE, Dow, 3M, Stepan Company, and KAO CORPORATION, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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