

Methyl Ester Ethoxylate Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The methyl ester ethoxylate market is expected to reach over USD 131 million by the end of the current year. It is expected to witness a CAGR of over 3.5% during the forecast period.

The COVID-19 pandemic negatively impacted the market in 2020. However, consciousness regarding personal hygiene and clean surroundings increased during the pandemic, stimulating the demand for methyl ester ethoxylate in applications such as detergents, industrial cleaning agents, personal care products, and others.

Key Highlights

Over the short term, surging demand from personal care and cosmetics and growing awareness regarding low foam, low rinse, and single wash detergents are expected to drive the growth of the market.

On the other side, the presence of more efficient surfactants is likely to hinder the growth of the market studied.

Increasing awareness regarding bio-based surfactants and growing urbanization in developing countries are likely to act as opportunities for the methyl ester ethoxylate market.

Europe is expected to dominate the global market and is likely to witness the highest CAGR during the forecast period.

Methyl Ester Ethoxylate Market Trends

Growing Demand from Detergents and Industrial Cleaning Agents

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Methyl ester ethoxylate is an ester that yields methanol on hydrolysis methyl esters of carboxylic acids. Methyl ester ethoxylates are low-foaming, non-ionic surfactants compared to fatty alcohol ethoxylates.

Fatty acid methyl esters, such as coconut methyl ester or soya methyl ester, can be ethoxylated directly using a catalyst system to obtain methyl ester ethoxylates.

Their wetting strength is comparable to fatty alcohol ethoxylates of an equivalent alkyl chain. They do not form gels as fatty alcohol ethoxylates. Methyl ester ethoxylates work as excellent emulsifiers and detergents. They also help in building viscosity in low-active formulations.

Methyl ester ethoxylates have applications in detergents, cleaning agents, hard surface cleaners, emulsifiers, laundry pre-spotters, and others.

Making a laundry detergent includes forming an aqueous non-ionic premix by mixing a non-ionic surfactant, including a methyl ester ethoxylate stable in an alkaline environment and water.

Methyl ester ethoxylates are formed by transesterifying refined, bleached, and deodorized oil to form fatty methyl esters, followed by an ethoxylation process. Specifically, a catalyzed reaction between fatty methyl esters and ethylene oxide forms methyl ester ethoxylates. By using this production process to form methyl ester ethoxylates as the nonionic surfactant, the step of hydrogenation required for alcohol ethoxylate production is eliminated, thus, reducing production costs for detergents.

The global detergents and industrial cleaning agent market is anticipated to grow over the forecast period in line with rising consumer consciousness regarding maintaining healthy hygiene and cleanliness. The COVID-19 pandemic led to a growth in cleaning activities in industrial spaces, which, in turn, increased the demand for industrial cleaning agents.

According to reports by the International Association for Soaps, Detergents, and Maintenance Products, the industry witnessed a double-fold demand for cleaning products in 2020, which continued in 2021. The consumer inclination toward hygiene has triggered the demand for specialty detergents and cleaning agents in recent times.

Thus, the rise in production of detergents and cleaning agents is likely to boost demand for the methyl ester ethoxylate market.

European Region is Expected to Dominate the Market

Europe is expected to dominate the market for methyl ester ethoxylate during the forecast period due to increased demand from countries like Germany, Italy, and France.

Revenue from soaps and synthetic detergents climbed from EUR 345 million in 2017 to EUR 502 million in 2021, according to IKW, the German Cosmetic, Toiletry, Perfumery, and Detergent Association, after reaching a peak of EUR 632 million in 2020. The industry improved in 2021 with a gain in consumer purchases in the domestic market. Moreover, the rising awareness about personal care among the young population in the country is expected to drive the demand for skin care products and cosmetics. According to the reports by Cosmetics Europe, Germany was the largest market for cosmetics and personal care products in the European region. The country accounted for a revenue contribution of more than EUR 14 billion in 2021.

The demand for cleaning products in the household witnessed a sudden spike in 2020, which continued till 2022. This trend was supported by increased consumer consciousness regarding hygiene and cleanliness.

EU's exports of soap and detergents, cleaning and polishing preparations, perfumes, and toilet preparations increased considerably in 2022. In October 2022, these exports registered a YoY growth rate of 14.5%.

Furthermore, Italy contributes a significant share to the overall regional growth. Its major industries include tourism, precision machinery, motor vehicles, chemicals, pharmaceuticals, electrical goods, textiles, fashion, clothing, and footwear.

According to projections by Cosmetics Italia, sales of Italian beauty companies grew by 10.4% to EUR 11.7 billion in 2021. Further, the growing consumer demand for eco-friendly and effective cosmetics is likely to increase the demand for cosmetics in the country.

Despite a strong pick-up in production in 2021 and resumption of domestic consumption (+6.5%), the Italian cosmetics industry has not yet returned to its pre-pandemic activity level. However, the association expects the industry to level the pre-COVID-19 figure by the end of 2022 and register a sales figure of EUR 12.5 billion.

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According to Cerved, the detergent and cleaning products sector grew moderately in 2021, supported by increasing demand from industrial, commercial, and household cleaning activities. Moreover, the surge in COVID-19 cases in the country fueled the demand for hygiene maintenance and cleanliness.

In France, the detergent and cleaning agent market is majorly driven by industrial and household applications. The laundry detergent market in the country has constantly been growing. The French population considers laundry to be a significant part of their daily lives. In France, almost 20 million machines are produced each year. Between January 2021 and January 2022. Total cleaning product sales in French supermarkets amounted to more than EUR 5.7 billion during the July 2021 to July 2022 period. Laundry product sales were roughly EUR 2.2 billion during the same time and are likely to rise further in the forecast period. According to the French Beauty Federation (FEBEA), the French cosmetic industry is anticipated to grow in the forecast period with increasing consumer demand and rising investments from cosmetic manufacturers in the country. Moreover, the adoption of online shopping trends has provided a wide scope of expansion in the domestic market.

Therefore, all the abovementioned factors are likely to significantly impact the demand for the market studied in Europe over the forecast period.

Methyl Ester Ethoxylate Market Competitor Analysis

The global methyl ester ethoxylate market is partially consolidated in nature. Some key players in the market include INEOS, KLK OLEO, Lion Specialty Chemicals Co. Ltd, Elevance Renewable Sciences Inc., and Indorama Ventures, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Drivers

4.1.1 Surging Demand from Personal Care and Cosmetics

4.1.2 Growing Awareness Regarding Low Foam, Low Rinse, and Single Wash Detergents

4.2 Restraints

4.2.1 Presence of More Efficient Surfactants

4.3 Industry Value Chain Analysis

4.4 Porter's Five Forces Analysis

4.4.1 Bargaining Power of Suppliers

4.4.2 Bargaining Power of Consumers

4.4.3 Threat of New Entrants

4.4.4 Threat of Substitute Products and Services

4.4.5 Degree of Competition

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5 MARKET SEGMENTATION

5.1 By Application

- 5.1.1 Detergents and Industrial Cleaning Agents
- 5.1.2 Personal Care and Cosmetics
- 5.1.3 Other Applications

5.2 By Geography

5.2.1 Asia-Pacific

- 5.2.1.1 China
- 5.2.1.2 India
- 5.2.1.3 Japan
- 5.2.1.4 South Korea
- 5.2.1.5 Rest of Asia-Pacific

5.2.2 North America

- 5.2.2.1 United States
- 5.2.2.2 Canada
- 5.2.2.3 Mexico

5.2.3 Europe

- 5.2.3.1 Germany
- 5.2.3.2 United Kingdom
- 5.2.3.3 France
- 5.2.3.4 Italy
- 5.2.3.5 Rest of Europe

5.2.4 South America

- 5.2.4.1 Brazil
- 5.2.4.2 Argentina
- 5.2.4.3 Rest of South America

5.2.5 Middle East

- 5.2.5.1 Saudi Arabia
- 5.2.5.2 South Africa
- 5.2.5.3 Rest of Middle East

6 COMPETITIVE LANDSCAPE

6.1 Mergers and Acquisitions, Joint Ventures, Collaborations, and Agreements

6.2 Market Share (%)**/Ranking Analysis?

6.3 Strategies Adopted by Leading Players

6.4 Company Profiles

- 6.4.1 Sinolight Surfactants Technology Co. Ltd
- 6.4.2 Elevance Renewable Sciences Inc.
- 6.4.3 Indorama Ventures Public Company Limited
- 6.4.4 INEOS
- 6.4.5 Jet Technologies
- 6.4.6 KLK OLEO
- 6.4.7 Lion Specialty Chemicals Co. Ltd
- 6.4.8 Nanjing Chemical Material Corp.
- 6.4.9 Sino-Japan Chemical Co. Ltd
- 6.4.10 Venus Ethoxyethers Pvt. Ltd

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7 MARKET OPPORTUNITIES AND FUTURE TRENDS

7.1 Growing Awareness Regarding Bio-based Surfactants

7.2 Growing Urbanization in Developing Countries

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