

**Surfactants Market by Type (Anionic, Non-ionic, Cationic & Amphoteric), Application (Home Care, Personal Care, Industrial & Institutional Cleaning, Textile, Elastomers & Plastics, Agrochemicals, and Food & Beverage), and Region - Global Forecast to 2028**

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**Report description:**

In terms of value, the surfactants market is estimated to grow from USD 43.5 billion in 2022 to USD 57.8 billion by 2028, at a CAGR of 4.9%. The rising demand from personal care industry is also driving the demand for surfactants. Manufacturers are incorporating technologies to improve the quality of surfactants.

"Non-ionic surfactants are expected to be the fastest-growing type of the surfactants market, in terms of value, during the forecast period."

The non-ionic surfactants type segment is estimated to behold the fastest growth in terms of value and volume during the forecast period. Synthetic oil have several benefits such as compatibility with wide range of chemicals, more stability than other type of surfactants, excellent emulsification and low toxicity. Therefore, due its benefits these surfactants are widely used in personal care, industrial and food & beverage applications.

"Asia Pacific is largest and projected to be the fastest growing region for surfactants market, in terms of value, during the forecast period

Due to increasing population and improving living standards the need for surfactants in personal care, home care and Industrial & institutional cleaning is increased in the Asia Pacific region. Thus, the surfactants market in Asia Pacific is projected to grow at highest CAGR during the forecast period. Additionally, the accessibility of raw materials and rapid industrialization will promote demand for surfactants market.

-□By Company Type: Tier 1 - 69%, Tier 2 - 23%, and Tier 3 - 8%

-□By Designation: Director Level - 37%, C-Level - 23%, and Others - 40%

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- By Region: North America - 32%, Europe - 21%, Asia Pacific - 28%, Middle East & Africa - 12%, South America - 7%

The key players profiled in the report include BASF SE (Germany), Stepan Company (US), Evonik Industries AG (Germany), Dow Inc. (US), Nouryon (Netherlands), Solvay S.A. (Belgium), Clariant AG (Switzerland), Indorama Ventures Public Company Limited (Thailand), Kao Corporation (Japan), Ashland Inc. (US), Croda International Plc (UK), and among others.

#### Research Coverage

This report segments the market for surfactants based on substrate, type, application, and region and provides estimations of volume (kiloton) and value (USD million) for the overall market size across various regions. A detailed analysis of key industry players has been conducted to provide insights into their business overviews, services, key strategies, associated with the market for surfactants.

#### Reasons to Buy this Report

This research report is focused on various levels of analysis - industry analysis (industry trends), market share analysis of top players, and company profiles, which together provide an overall view on the competitive landscape; emerging and high-growth segments of the surfactants market; high-growth regions; and market drivers, restraints, and opportunities.

The report provides insights on the following pointers:

- Analysis of key drivers (Mounting demand from the personal care industry, rising demand from end use industries for cleaning applications), restraints (enactment of stringent government regulations and competition from rivalry products), opportunities (rising demand for bio-derived surfactants, and rising textile industry), and challenges (harmfulness of some surfactants, and fluctuating raw material prices) influencing the growth of surfactants market

- Market Penetration: Comprehensive information on surfactants offered by top players in the global market

- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the surfactants market

- Market Development: Comprehensive information about lucrative emerging markets - the report analyzes the markets for surfactants across regions

- Market Diversification: Exhaustive information about new products, untapped regions, and recent developments in the global surfactants market

- Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the surfactants market

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