

## **Latin America Betaines Market Report and Forecast 2023-2028**

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### **Report description:**

Latin America Betaines Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the Latin America betaines market is projected to grow at a CAGR of 1.8% between 2023 and 2028. Aided by the escalating demand for personal care products and the rising applications of betaines in various sectors, the market is expected to grow significantly by 2028.

Betaines, primarily derived from sugar beets, are zwitterionic surfactants known for their foam-enhancing and viscosity-modifying properties. These compounds are frequently incorporated in personal care products like shampoos, body washes, and liquid soaps. Additionally, betaines are utilised in the formulation of detergents and cleaners, thanks to their mild nature and high biodegradability. Beyond personal care, they also find use in the agricultural sector as an ingredient in feed for livestock due to their nutritive value.

The burgeoning personal care industry in Latin America, especially in countries such as Brazil, Argentina, and Mexico, is a substantial driver of the Latin America betaines market growth. As consumers become increasingly conscious about the products they use and their components, there is a growing preference for formulations that are gentle on the skin and environmentally friendly. Betaines, with their mild surfactant properties and biodegradable nature, perfectly cater to this trend, leading to a rising demand in the personal care sector.

Health awareness is another pivotal factor influencing the Latin America betaines market outlook. With a growing understanding of the benefits associated with the consumption of betaines - like liver function improvement and potential cardiovascular disease risk reduction - there is an evident rise in its inclusion in dietary supplements and functional foods. Furthermore, the trend of fitness and overall well-being has bolstered the use of betaines in sports nutrition products, given their role in enhancing athletic performance and reducing fatigue.

Industrial applications of betaines are also steering the growth of the market. The cleaning industry, seeking environmentally-friendly alternatives, is turning to betaines due to their effectiveness and reduced environmental footprint. Their mildness also makes them a prime candidate for use in detergents meant for sensitive materials or delicate fabrics.

As per the Latin America betaines market analysis, the agricultural sector in the emerging and developed economies of the region, one of the most dynamic in the world, is also beginning to realise the potential benefits of betaines. As an additive in

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animal feed, betaines can help improve water retention in livestock, leading to better growth rates and overall health. With countries like Brazil and Argentina being major players in the global meat production arena, the demand for quality feed additives like betaines is poised for significant growth.

#### Market Segmentation

The market can be divided based on application and country.

#### Market Breakup by Application

- Food and Beverages
- Home and Personal Care
- Animal Feed
- Others

#### Market Breakup by Country

- Brazil
- Argentina
- Mexico
- Colombia

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Latin America betaines market. Some of the major players explored in the report by Expert Market Research are as follows:

- BASF SE
- Du Pont
- Evonik Industries AG
- Kao Corporation
- Inolex Inc
- Oxiteno S.A.

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