

Global Anionic Surfactants Market Report and Forecast 2023-2028

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Report description:

Global Anionic Surfactants Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global anionic surfactants market is projected to grow at a CAGR of 4.6% between 2023 and 2028. Aided by the ever-increasing demand in diverse sectors such as detergents, personal care, and industrial cleaners, the market is expected to grow significantly by 2028.

Anionic surfactants, known for their negative charge, are the most widely used surfactants across industries. These compounds, with their unique ability to lower the surface tension between liquids or between a liquid and a solid, are crucial components in various products, particularly in soaps, detergents, shampoos, and body washes. Their exceptional emulsifying, wetting, and foaming properties contribute significantly to their commercial appeal, providing the desired consistency and functionality in consumer products.

A key driving factor for the global anionic surfactants market growth is the booming demand from the detergent industry. As urbanisation surges and household income levels rise, there is a notable uptick in consumer demand for efficient cleaning agents. Anionic surfactants, with their superb dirt-removing capabilities, become the preferred choice for formulating both household and industrial detergents. The shifting consumer preference towards liquid detergents, which prominently feature anionic surfactants, also buttresses the market growth.

Moreover, the personal care industry's growth plays a pivotal role in influencing the anionic surfactants market outlook. The escalating consumer awareness about hygiene, coupled with the desire for products that offer a premium sensory experience, drives the demand for high-quality shampoos, shower gels, and facial cleansers. Anionic surfactants, with their unmatched foaming characteristics, serve as the backbone in these formulations.

In addition to household applications, the versatility of anionic surfactants makes them invaluable in various industrial applications which is further boosting the anionic surfactants market demand. They are employed in oilfield chemicals, agricultural chemicals, and textile industries due to their dispersing and wetting properties. For instance, in the textile industry, they are critical in dyeing processes, ensuring an even application of dyes on fabrics.

Furthermore, as sustainability becomes a global concern, the anionic surfactants market is likely to witness a paradigm shift towards green and bio-based surfactants. Innovations in the sector, driven by the confluence of advanced science and

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environmental prudence, promise a range of anionic surfactants that are not only effective but also in harmony with nature.

Market Segmentation

The market can be divided based on type, application, and region.

Market Breakup by Type

- Linear Alkylbenzene Sulphonate
- Lignosulphonates
- Alcohol Ether Sulphates/Fatty Alcohol Sulphates
- Alkyl Sulphates/Ether Sulphates
- Sarcosinate
- Phosphate Esters
- Alkyl Naphthalene Sulphonates
- Others

Market Breakup by Application

- Home and Personal Care
- Agrochemicals
- Oil Field Chemicals
- Textiles
- Construction
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

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 global anionic surfactants market. Some of the major players explored in the report by Expert Market Research are as follows:

- BASF SE
- Clariant Ltd.
- Evonik Industries AG
- Croda International PLC
- Kao Corporation
- Galaxy Surfactants Limited
- Others

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