

Low Foam Surfactants - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Low Foam Surfactants Market size is estimated at USD 14.35 million in 2024, and is expected to reach USD 17.69 million by 2029, growing at a CAGR of greater than 4% during the forecast period (2024-2029).

The COVID-19 pandemic positively affected the market for low-foam surfactants to some extent. The implementation of safety measures by various governments across the globe and the increasing awareness about hygiene positively impacted the market demand for detergents and cleaning agents, thereby driving the market demand for low-foam surfactants. Post-COVID-19, the market grew due to the increasing demand for low-foam surfactants in agrochemicals, food and dairy processes, cleaners, detergents and cleaning agents, and oilfield chemicals.

Key Highlights

- The significant growth in detergents and cleaning agents, increased demand for sustainable surfactants, and the rising demand for personal care products are expected to drive the current studied market.
- On the flip side, the stringent environmental regulations and the availability of other substitutes are expected to hinder the growth of the market.
- The development of bio-based surfactants is expected to create opportunities for the market during the forecast period.
- The Asia-Pacific region is expected to dominate the market. It is also expected to register the highest growth due to the rising demand for low foam surfactants in agrochemicals and agrochemicals.

Low Foam Surfactants Market Trends

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Detergents and Cleaning Agents End-user Industry Segment to Dominate the Market

- Low foam surfactants are extensively employed in home care applications like laundry detergents, dishwasher detergents, carpet cleaners, floor cleaners, and several types of fabric softeners. In addition, they are not affected by the hardness of water.
- Non-ionic surfactants are mixed with other surfactants and are widely used in industrial cleaning applications. Demand for greener & sustainable surfactants is anticipated to be the latest trend in the low foam surfactants market. Players are transitioning towards manufacturing low-foam surfactants with herbal and biodegradable compounds.
- North America and Asia-Pacific are the largest markets for detergents and cleaning agents across the world. In the Asia-Pacific region, the demand for detergents is mainly increasing in countries like China and India. Owing to the rising demand for detergents, firms such as Procter & Gamble are investing in a detergent business in India. For instance, in May 2022, Procter & Gamble started a new liquid detergent manufacturing unit in Telangana, India, with an investment of around INR 2,000 million (USD 26.05 million). Thus, the rising production volumes of liquid detergents will drive the market for low-foam surfactants.
- The United States is one of the largest markets for soaps and detergents across the world. According to the Bureau of Labor Statistics, the average annual expenditures for soaps and detergents in the United States amounted to roughly USD 85.37 per consumer unit in 2022, reflecting an increase of 6% compared to the previous year.
- Similarly, in Europe, the demand for detergents and cleaning agents is increasing. According to A.I.S.E (International Association for Soaps, Detergents and Maintenance Products), the market for laundry care detergents is registered at USD 17.14 billion (EUR 15.8 billion) in 2022, as compared to USD 16.21 billion (EUR 14.94 billion) reported in the previous year at a growth rate of 5.4%. Thus, the increasing market for laundry care detergents is expected to drive the current studied market.
- Thus, the detergents and cleaning agents end-user industry segment will dominate the market for low foam surfactants during the forecast period.

Asia Pacific Region to be the Fastest Growing Market

- The Asia-Pacific region is expected to dominate the market for low-foam detergents during the forecast period due to increased demand from various end-user applications in countries like India, China, and Japan.
- In countries like China and India, the changes in the lifestyle and wide scope of application of the product are driving the market for low-foam detergents. The increasing disposable income and purchasing power support the growth, which in turn has increased the demand for low-foam surfactants in the home & personal care industry.
- In personal care applications, they exhibit antimicrobial properties, foaming & conditioning properties, mild detergency actions, and preservative properties and hence are being used in shampoos, face washes, and skincare creams. The increasing demand for personal care products across the region is expected to surge the demand for the product.
- In China, the personal care industry is one of the fastest-growing sectors. According to CHINABRIEF, the cosmetics and personal care market in the country is expected to reach USD 78 billion by 2025.
- Similarly, in India, the personal care and hygiene market is growing at a higher rate to deal with evolving consumer values and expectations. According to Invest India, the personal care and hygiene market is valued at USD 15.05 billion in 2022 and is expected to reach USD 17.34 billion by 2026. Thus, the growth in the personal care and hygiene markets in China and India will drive the current studied market in the region.
- Furthermore, in China, the market for oilfield chemicals is increasing with the rising oil and gas exploration activities in the country. Several global companies are expanding their operations of oil field chemicals in China. For instance, in March 2023, Aramco, one of the world's major integrated energy and chemicals companies, signed definitive agreements to acquire a 10% interest in Shenzhen-listed Rongsheng Petrochemical Co. Ltd in China. The acquisition will help to increase the production volume of oilfield chemicals in the country, thereby driving the market for low-foam surfactants.
- Thus, the rising demand for low-foam surfactants in the manufacturing of detergents and cleaning agents, personal care

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products, and oil field chemicals is expected to drive the market in the region during the forecast period.

Low Foam Surfactants Industry Overview

Low Foam Surfactants market is partially consolidated in nature. Some of the major players in the market (not in any particular order) include AkzoNobel N.V., BASF SE, Clariant AG, Evonik Industries AG, and Huntsman International LLC, among others.

Additional Benefits:

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

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