

Natural Surfactants Market By Product (Anionic, Nonionic, Cationic, Amphoteric), By Application (Personal care and cosmetics, Agriculture Chemicals, Pharmaceutical Drug, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2023-09-01 | 274 pages | Allied Market Research

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Report description:

The global natural surfactants market was valued at \$21.9 billion in 2022, and is projected to reach \$35.2 billion by 2032, growing at a CAGR of 5% from 2023 to 2032.

A natural surfactant, also known as a bio-based or plant-derived surfactant, is a type of surface-active agent that is derived from renewable and naturally occurring sources. Surfactants are molecules that have both hydrophilic (water-attracting) and hydrophobic (water-repelling) parts, which allow them to lower the surface tension between liquids and solids or between different liquids. This property makes surfactants valuable in a wide range of applications, including cleaning, personal care, agriculture, and industrial processes.

The factors such as improvement in the standard of living, positive effect of beauty and personal care products on self-esteem, and rapid shift of consumers toward luxurious and premium cosmetic brands have spurred the personal care and cosmetic industry. For instance, according to an article published by Cosmetics Europe in the year 2021, the personal care industry is valued at EUR80 billion at a retail sales price in 2021. The natural surfactant carries all the essential assets for the body and skin. Natural surfactant possesses properties such as dispersant, anti-viral, cleansing, anti-bacterial, and anti-inflammatory due to these attributes it is mainly used in the manufacturing of lotions, face creams, deodorants, soaps, shower gels, and among other products. These factors together act as one of the key drivers responsible for the growth of the natural surfactant market during the forecast period.

The cost of sourcing, processing, and refining natural ingredients result in higher product prices. Furthermore, some natural ingredients used in surfactants have limited availability due to factors like seasonal variations, geographic constraints, and agricultural challenges. These factors are projected to hamper market growth.

The factors such as rise in global population, increase in the demand for food, import and export trade, advancement of technology, and booming agriculture sector have witnessed the significant growth of natural surfactant. For instance, according to

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an article published by India Brand Equity Foundation in August 2022, the Indian agricultural sector is predicted to increase to \$ 24 billion by 2025. These factors are booming the growth of natural surfactant in the agriculture sector where it is employed widely on crops as a biofertilizer and thus, helps in maintaining the crop yield and soil porosity during the natural calamity. This is projected to enhance the demand for the natural surfactant market; thus, creating lucrative opportunities for the future. This factor is projected to offer new avenues for the natural surfactant market.

The natural surfactant market is segmented on the basis of product, application, and region. On the basis of product, the market is categorized into anionic, nonionic, cationic, and amphoteric. On the basis of application, the market is categorized into personal care and cosmetics, agriculture chemicals, pharmaceutical drug, and others. Region-wise, the market is studied across North America, Europe, Asia-Pacific, and LAMEA.?

The report covers the strategies adopted by key players in the market to sustain the competitive environment and increase their market share. The global natural surfactant market profiles leading players that include BASF, Croda International, Indorama Corporation, Kao Corporation, Clariant AG, Innospec, Dora Agri-Tech, Lankem, Sanchi Organics Private Limited, and Kensing, LLC. The global natural surfactant market report provides in-depth competitive analysis as well as profiles of these major players. In addition, the market drivers, restraints, and opportunities are explained in the report.??

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the natural surfactants market analysis from 2022 to 2032 to identify the prevailing natural surfactants market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the natural surfactants market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global natural surfactants market trends, key players, market segments, application areas, and market growth strategies.

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Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

- Investment Opportunities
- Product Life Cycles
- Market share analysis of players by products/segments
- New Product Development/ Product Matrix of Key Players
- Regulatory Guidelines
- Criss-cross segment analysis- market size and forecast

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- Expanded list for Company Profiles
- Historic market data
- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- List of customers/consumers/raw material suppliers- value chain analysis
- Market share analysis of players at global/region/country level
- SWOT Analysis
- Volume Market Size and Forecast

Key Market Segments

By Product

- Anionic
- Nonionic
- Cationic
- Amphoteric

By Application

- Personal care and cosmetics
- Agriculture Chemicals
- Pharmaceutical Drug
- Others

By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- Germany
- France
- UK
- Spain
- Italy
- Rest of Europe
- Asia-Pacific
- China
- India
- Japan
- South Korea
- Australia
- Rest of Asia-Pacific
- LAMEA
- Brazil
- South Africa,
- Saudi Arabia
- Rest of LAMEA
- Key Market Players
- BASF SE
- Croda International Plc
- Clariant AG.
- Innospec Inc.

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- Lankem Surfactants
- Kensing, LLC.
- Indorama Corporation Limited
- Kao Corporation.
- Dora Agri-Tech
- Sanchi Organics Private Limited

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