

**Optical Brighteners Market By Application (Detergent Brightener, Paper Brightening, Fiber Whitening, Textile Whitening, Cosmetics, Other), By End use (Consumer product, Security and safety, Textiles and Apparel, Packaging, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031**

Market Report | 2022-08-01 | 213 pages | Allied Market Research

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**Report description:**

The global optical brighteners market was valued at \$1.1 billion in 2021, and is projected to reach \$1.9 billion by 2031, growing at a CAGR of 6.1% from 2022 to 2031.

Optical brighteners are also identified as fluorescent whitening agents, brightening agents, hydrophilic water soluble compounds, and chemical agents. They are mainly derivatives of triazine-stilbenes (di-, tetra- or hexa-sulfonated), coumarins, imidazolines, diazoles, triazoles, benzoxazolines, biphenyl-stilbenes, and others. It has a wide range of application in various end use industries including paper, packaging, textile, cosmetics, and others owing to its less toxicity nature. □

The optical brighteners market is segmented on the basis of application, end use, and region. On the basis of product, the market is categorized into detergent brightener, paper brightening, fiber whitening, textile whitening, cosmetics, and other. On the basis of end use, the market is divided into consumer product, security and safety, textiles and apparel, packaging, and other.

Region-wise, the market is studied across North America, Europe, Asia-Pacific, and LAMEA. The growth drivers, restraints, and opportunities are explained in the report to better understand the market dynamics. This report further highlights the key areas of investments. In addition, it includes Porter's five forces analysis to understand the competitive scenario of the industry and role of each stakeholder. The report features strategies adopted by key market players to maintain their foothold in the market.

Furthermore, it highlights the competitive landscape of key players to increase their market share and sustain intense competition in the industry.

The global optical brightener market forecast include profiles of leading players that include Archroma, BASF SE, Blankophor GmbH & Co. KG , Clariant AG, Dayglo Color Corp, Huntsman Corporation, Meghmani Group, NANJING LEPUZ CHEMICAL CO., LTD., Pylam Products Company, Inc., and Shandong Raytop Chemical Co., Ltd. □ The global optical brightener market report provides

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in-depth competitive analysis as well as profiles of these major players.

#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the optical brighteners market analysis from 2021 to 2031 to identify the prevailing optical brighteners 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 optical brighteners 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 optical brighteners market trends, key players, market segments, application areas, and market growth strategies.

#### Key Market Segments

##### By Application

- Detergent Brightener
- Paper Brightening
- Fiber Whitening
- Textile Whitening
- Cosmetics
- Other

##### By End use

- Consumer product
- Security and safety
- Textiles and Apparel
- Packaging
- Others

##### By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- Germany
- France
- UK
- Italy
- Spain
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Rest Of Asia Pacific
- LAMEA

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- Brazil
- Saudi Arabia
- South Africa
- Rest of LAMEA
- Key Market Players
- BASF SE
- Aron Universal Limited,
- Huntsman International LLC
- Clariant Chemicals (India) Ltd
- EASTMAN CHEMICAL COMPANY
- Archroma Management LLC
- milliken & company
- Teh Fong Min International Co., Ltd.
- AKZO NOBEL N.V.
- RPM International Corp

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