

Bleaching Agents Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

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Report description:

The Global Bleaching Agents Market, valued at USD 80.3 billion in 2023, is projected to grow at a steady CAGR of over 5.2% from 2024 to 2032. This market expansion is largely fueled by the increasing demand for whitening and brightening applications across multiple industries. From textiles to paper manufacturing and personal care products, the need for effective bleaching agents is rising as consumers prioritize products with superior aesthetic qualities. Manufacturers are investing in advanced bleaching technologies to meet these standards, enhancing the overall quality of their offerings.

A significant trend driving growth in this sector is the shift toward environmentally sustainable bleaching solutions. As awareness around eco-friendly practices intensifies, the industry is seeing a surge in the development and adoption of natural and biodegradable bleaching agents. This trend is particularly notable in applications where chemical impact is a concern, as sustainable options cater to both consumer preferences and regulatory standards, positioning these agents as a growth catalyst in the market.

By type and application, the market categorizes bleaching agents into peroxide-based, chlorine-based, reducing agents, and others. Reducing agents lead the market, generating USD 24.6 billion in revenue in 2023, with projections reaching USD 38.4 billion by 2032. The popularity of reducing agents lies in their versatility and effective color-removing properties, which suit a variety of industrial applications. Their ability to perform under milder conditions enhances their compatibility with eco-conscious formulations, making them a preferred choice for manufacturers aiming to reduce environmental impact. Additionally, reducing agents produce fewer harmful byproducts, aligning with the growing demand for safer, sustainable bleaching options across sectors.

In North America, the U.S. market held a significant share, with a valuation of USD 11.9 billion in 2023. The U.S. market benefits from extensive industrial and consumer demand, supported by a robust manufacturing sector and advanced technology. Regulatory frameworks in sectors such as water treatment and food processing drive additional demand for effective bleaching

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agents that ensure compliance with hygiene standards. Furthermore, the U.S. boasts a strong distribution network and is home to leading manufacturers, reinforcing its dominant position in the North American bleaching agents market.

Table of Contents:

Report Content

Chapter 1 Methodology & Scope

1.1 Market scope & definition

1.2 Base estimates & calculations

1.3 Forecast calculation

1.4 Data sources

1.4.1 Primary

1.4.2 Secondary

1.4.2.1 Paid sources

1.4.2.2 Public sources

Chapter 2 Executive Summary

2.1 Industry synopsis, 2021-2023

Chapter 3 Industry Insights

3.1 Industry ecosystem analysis

3.1.1 Factor affecting the value chain

3.1.2 Profit margin analysis

3.1.3 Disruptions

3.1.4 Future outlook

3.1.5 Manufacturers

3.1.6 Distributors

3.2 Supplier landscape

3.3 Profit margin analysis

3.4 Key news & initiatives

3.5 Regulatory landscape

3.6 Impact forces

3.6.1 Growth drivers

3.6.1.1 Rising water treatment activities globally

3.6.1.2 Increasing paper production in Asia Pacific

3.6.2 Industry pitfalls & challenges

3.6.2.1 Stringent environmental regulations

3.7 Growth potential analysis

3.8 Porter's analysis

3.9 PESTEL analysis

Chapter 4 Competitive Landscape, 2023

4.1 Introduction

4.2 Company market share analysis

4.3 Competitive positioning matrix

4.4 Strategic outlook matrix

Chapter 5 Market Size and Forecast, Type By Application, 2021-2032 (USD Billion) (Kilo Tons)

5.1 Key trends

5.2 Peroxide based

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- 5.2.1 Pulp & paper
- 5.2.2 Water treatment
- 5.2.3 Textile
- 5.2.4 Construction
- 5.2.5 Healthcare
- 5.2.6 Others
- 5.3 Chlorine based
- 5.3.1 Pulp & paper
- 5.3.2 Water treatment
- 5.3.3 Textile
- 5.3.4 Construction
- 5.3.5 Healthcare
- 5.3.6 Others
- 5.4 Reducing agents
- 5.4.1 Pulp & paper
- 5.4.2 Water treatment
- 5.4.3 Textile
- 5.4.4 Construction
- 5.4.5 Healthcare
- 5.4.6 Others
- 5.5 Others
- 5.5.1 Pulp & paper
- 5.5.2 Water treatment
- 5.5.3 Textile
- 5.5.4 Construction
- 5.5.5 Healthcare
- 5.5.6 Others

Chapter 6 Market Size and Forecast, By Application, 2021-2032 (USD Billion) (Kilo Tons)

- 6.1 Key trends
- 6.2 Pulp & paper
- 6.3 Water treatment
- 6.4 Textile
- 6.5 Construction
- 6.6 Healthcare
- 6.7 Others

Chapter 7 Market Size and Forecast, By Region, 2021-2032 (USD Billion) (Kilo Tons)

- 7.1 Key trends
- 7.2 North America
 - 7.2.1 U.S.
 - 7.2.2 Canada
- 7.3 Europe
 - 7.3.1 UK
 - 7.3.2 Germany
 - 7.3.3 France
 - 7.3.4 Italy
 - 7.3.5 Spain
 - 7.3.6 Russia

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7.4 Asia Pacific

7.4.1 China

7.4.2 India

7.4.3 Japan

7.4.4 South Korea

7.4.5 Australia

7.5 Latin America

7.5.1 Brazil

7.5.2 Mexico

7.6 MEA

7.6.1 South Africa

7.6.2 Saudi Arabia

7.6.3 UAE

Chapter 8 Company Profiles

8.1 Arkema

8.2 BASF

8.3 Gujarat Alkalies and Chemicals

8.4 Kemira Oyj

8.5 Prakash Chemicals

8.6 Sigma-Aldrich

8.7 Star Chem

8.8 Solvay

8.9 Spartan Chemical

8.10 Spectrum Chemicals Manufacturing Corporation

8.11 The Clorox Company

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