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# Agricultural Surfactant - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 144 pages | Mordor Intelligence

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**Report description:**

The Agricultural Surfactant Market size is estimated at USD 2.18 billion in 2025, and is expected to reach USD 3.01 billion by 2030, at a CAGR of 6.7% during the forecast period (2025-2030).

Agricultural surfactants are primarily used in water-based herbicide spray solutions to enhance their emulsifying, dispersing, spreading, wetting, or other surface-modifying properties. These additives are crucial in herbicide treatments, improving spray droplet retention and the penetration of active ingredients into plant foliage. The use of agricultural surfactants has grown significantly due to the increasing demand for food production to support the growing global population. According to Harvard Business Review projections, the world population is expected to reach 9.7 billion by 2050, with food demand estimated to increase by 70% during the same period. As a result, farmers are increasingly adopting agricultural surfactants to improve crop yield and meet this rising demand.

Traditional surfactants, typically derived from petrochemical sources, have raised environmental concerns and faced regulatory challenges. In 2023, the European Commission proposed an update to the EU framework on surfactants for food safety and environmental sustainability. This has led to a growing demand for bio-based, biodegradable, and eco-friendly surfactants as more sustainable alternatives. These surfactants are derived from renewable sources, such as plant-based materials or agricultural byproducts, and are designed to be readily biodegradable, minimizing their environmental impact. The shift towards sustainable surfactant solutions has spurred innovation within the industry, with manufacturers developing products that meet agricultural performance requirements while aligning with environmental stewardship goals.

Agricultural Surfactants Market Trends

## Grains and Cereals Dominates the Market

Grains and cereals, such as wheat, rice, maize, and barley, are among the most widely cultivated crops worldwide. They serve as staple foods for a significant portion of the global population and necessitate large-scale production. This large cultivation translates into a significant need for agricultural surfactants to enhance crop yields, improve soil health, and facilitate the efficient application of crop protection products. According to the Food and Agriculture Organization, in 2023, wheat was cultivated on over 219.1 million hectares of land globally, while maize occupied around 203.4 million hectares, and rice covered approximately 165.1 million hectares. These staggering figures highlight the immense scale of grain and cereal production, necessitating the extensive use of agricultural surfactants.

Moreover, the global population is increasing exponentially, and every day, nearly 200,000 people are being added to the world's food demand. According to the United Nations, the world's human population increased nearly fourfold in the past 100 years. Supplying grains and cereals to this growing population has become a global threat. Moreover, various crop pests are causing 10-16% of global crop losses annually, worsening the scenario. Therefore, farmers are adopting crop protection as the key strategy to meet the growing demand for grains and cereals globally.

The shrinking of arable land for grains and cereals has also driven the need for sustainable agricultural practices, such as conservation tillage and no-till farming. Agricultural surfactants play a crucial role in these practices by enabling the effective application and absorption of agrochemicals without the need for excessive soil disturbance.

## North America Dominates the Market

North America holds one the largest part of the agricultural surfactant market. The region is estimated to grow steadily during the forecast period, especially with the various government initiatives to increase yield and maintain a continuous supply of raw materials for the food, feed, and biofuel industries. Major factors driving the growth are the increasing usage of bio-surfactants and the abundant availability of raw materials.

The United States dominated the market across the region due to the presence of large-scale commercial agricultural operations has created a significant demand for efficient and effective agrochemical formulations, which in turn has driven the need for compatible surfactants. Additionally, the United States farmers have high purchasing power and willingness to invest in advanced agricultural inputs contributing to the high usage of surfactants. For instance, the United States farm median income was more than USD 178,692 in 2023, according to the United States Department of Agriculture, allowing for significant investment in crop protection products. Moreover, there is a growing emphasis on sustainable farming practices in the country, driven by concerns over environmental impact, soil health, and long-term agricultural productivity. As a result, the demand for bio surfactants is growing significantly to minimize the environmental impact and promote soil health.

## Agricultural Surfactants Industry Overview

The market for agricultural surfactants is fragmented. The key players in the market have been following strategies to explore new regions through acquisitions, new product launches, expansions and investments, agreements, partnerships, collaborations, and joint ventures. Investment in R&D is another strategy adopted by market leaders. Some of the major players in the market are Evonik Industries AG, BASF SE, Solvay SA, Akzo Nobel N.V., and Kao Corporation.

Additional Benefits:

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

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