

## **North America Surfactants - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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### **Report description:**

The North America Surfactants Market is expected to register a CAGR of greater than 3% during the forecast period.

#### Key Highlights

- During the forecast period, the market is likely to grow because there will be more demand for household surfaces and bio-surfactants.
- On the other hand, rising environmental concerns related to synthetic surfactants are expected to hamper market growth.
- In the future, there may be a chance to use it as a lung surfactant for babies with Neonatal Respiratory Distress (NRD) syndrome.
- Due to the growth of industries like personal care, food processing, and so on, the United States dominated the market in the area.

#### North America Surfactants Market Trends

##### Increasing Demand for Household Soaps and Detergents

- Detergent is usually a mixture of surfactants used mainly for the purpose of cleaning and is available in varying dilutions. Alkylbenzene sulfonates make up detergents. They are chemically similar to soap, but they dissolve better in hard water.
- Detergents are classified in terms of their ionic properties, namely anionic, cationic, and non-ionic. The soap mentioned in the segmentation deals mainly with washing and laundry applications.
- The surfactants incorporated in detergents and soaps mix with water and attach themselves to the dirt on clothes and other

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cleaning surfaces. This helps reduce surface tension and remove dirt from the concerned surface.

- The major applications of detergents are reflected in household cleaning and fuel additives.
- In 2021, liquid body wash had the greatest unit sales among soap products in the United States. In 2021, the liquid body wash category generated around 624 million units in multi-outlet sales in the United States.
- Also, it was followed by liquid hand soap and hand sanitizer, which sold about 402 million units and 254 million units, respectively, in 2021. This is expected to help the market grow a lot during the time period covered by the forecast.
- So, because of the above factors, the growing demand for soaps and detergents for the home is expected to drive market growth over the next few years.

#### United States to Dominate the Market

- The United States is the largest consumer of surfactants in the region. Due to the expansion of the personal care industry, the usage of surfactants has increased over the past few years and is expected to increase further over the forecast period.
- The food processing industry in the country is expanding, which is expected to augment the use of surfactants. The United States is the hub of North America's food manufacturing and processing plants.
- Surfactants are used in lubricants and fuel additives. This factor has been driving the increased usage of surfactants in the automotive industry. With the increasing sales of motor vehicles, the demand for lubricants increases, which in turn supports the growth of the surfactants market during the forecast period.
- According to the Bureau of Economic Analysis (BEA), the United States auto sector sold over 14.9 million light vehicle units in 2021. Out of a total of 14.9 million, approximately 3.3 million vehicles and 11.6 million light truck units were sold at retail. As a result, market growth will be supported during the forecast period.
- Moreover, consumer spending on soaps and detergents has climbed significantly in the United States. According to the United States Bureau of Labor Statistics, the average yearly expenditures for soaps and detergents in 2021 were USD 80.5 per consumer unit, representing an increase of around 6.5 percent compared to 2020. thus benefiting the market's growth significantly.
- Due to the above reasons, it is expected that the United States will lead the market during the forecast period.

#### North America Surfactants Industry Overview

The North American surfactant market is fragmented by nature. Some of the major players in the market include Stepan Company, Nouryon, BASF SE, Croda International Plc, and Huntsman International LLC, among others (in no particular order).

#### Additional Benefits:

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

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