

Latin America Surfactants Market Report and Forecast 2025-2034

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Report description:

The Latin America surfactants market size reached a value of about USD 4.24 Million in 2024. It is expected to expand further at a CAGR of roughly 3.80% between 2025-2034. The market value is likely to be around USD 6.16 Million by 2034.

News and Developments in the Market

In January 2023, The Dow Chemical Company and Lotus Performance Ingredients entered an exclusive agreement to sell its high-performance sophorolipid biosurfactants in the global home care market.

The product ingredients will substantially reduce the carbon footprints compared to the conventional surfactants.

This partnership will help Dow in expanding its reach in biosurfactant market and strengthen its position in the global surfactant market.

In January 2023, Evonik announced its pioneering move to build the world's first industrial scale biosurfactant manufacturing facility.

Evonik will begin the construction process of the facility at its site in Slovakia. The facility would be to manufacture sustainable rhamnolipid biosurfactants. This plant will enable the manufacturers to meet the rising demand for biodegradable surfactants.

Evonik and Unilever have accepted a strategic partnership to supply the rhamnolipids for home care applications. This agreement also represents the commercialisation of the biosurfactant technology, which will give other companies opportunities to offer biosurfactant services, which will further propel the Latin America surfactants market growth.

This development will augment the market in Latin America, as Evonik is a key market player in the region.

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In March 2021, BASF signed two partnership agreements to strengthen its position in the biosurfactants market for home care, personal care, and industrial formulators.

BASF and Allied Carbon Solution Co., Ltd (ACS) Japan, a surfactant provider, agreed on a strategic alliance that includes an equity stake, making BASF the largest shareholder. It also involves technological cooperation for the development of products to meet the increasing demands.

BASF also signed an alliance with Holiferm Ltd, United Kingdom, to develop an industry-standard biosurfactant production process.

Latin America Surfactants Market Trends

Surfactants are compounds that are used to reduce the surface tension between different liquids, solid surfaces and liquids, and gas and a liquid. They are used in many cleaning products to make the molecules slipperier and interact with the oil and grease.

Additionally, they are used as an ingredient in lubricants. They are used in shaving creams and automobile lubricants to keep the particles from sticking to the engine part.

The increasing demand for home care and personal care products, due to the thriving population around the world is driving the market growth.

Advancements in the production of sustainable and biodegradable surfactants meet the increasing demand worldwide.

Rising awareness of hygiene among people is a major driver in the market. Especially after the pandemic, the overall hygiene awareness has significantly risen.

Latin America Surfactants Market Segmentation

The EMR's report titled "Latin America Surfactants Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Type

- Cationic Surfactants
- Anionic Surfactants
- ??- Linear Alkyl Benzene
- ??- Fatty Alcohol Ether Sulphate
- ??- Others

- Non-Ionic Surfactants
- ??- Fatty Alcohol Ethoxylate
- ??- Alkyl Phenol Ethoxylate
- ??- Others

- Amphoteric Surfactants
- Others

Market Breakup by End Use

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- Household Detergents
- Personal Care
- Institutional and Industrial Cleaners
- Food Processing
- Oilfield Chemicals
- Agricultural Chemicals
- Textile
- Paints and Coatings
- Plastics
- Others

Market Breakup by Region

- Brazil
- Argentina
- Mexico
- Chile
- Others

Different Types of Surfactants Widely Available in the Market

Based on type, the Latin America surfactants market is segmented into anionic surfactants, non-ionic surfactants, amphoteric surfactants, and cationic surfactants, among others.

Anionic surfactants are the most common surfactants in the market. They are the commonly used type as they provide the best cleaning power with an equal amount of foam. These surfactants are found in detergents, handwashes, dishwashers, and body washes. These surfactants are very potent at removing oil residues.

With the downstream industries focused on developing new products, we can expect the surfactant market to show positive developments in the coming years as well. These can be divided into fatty alcohol ether surfactant and linear alkyl benzene, among others.

Non-ionic surfactants are neutral in nature, having no charge in their hydrophilic ends. They are utilised in detergents, household cleaners, and dish soap, as they are potent in removing grease. They are widely used as emulsifiers, stabilisers, metal cleaners, and sanitisers, among others. These surfactants can be further divided by type into fatty alcohol ethoxylate and alkyl phenol ethoxylate, among others.

Cationic surfactants are surfactants that have a positive charge in their hydrophilic end. This property makes them useful in fabric softeners and other anti-static products.

Amphoteric surfactants, also known as Zwitterionic, carry dual charges of both negative and positive. It can have either a permanent charge or charge depending on the pH value. They are widely used in skincare products, moisturising body wash products, and shaving products, among other products. This is due to its low irritability on the skin, lack of toxicity, cleansing ability, and foaming power, among many other excellent properties.

End-uses in the surfactant market include household detergents, personal care, institutional and industrial cleaners, agricultural

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chemicals, food processing, textile, oilfield chemicals, paints and coatings, plastics, among others.

Based on end-uses, the market segments include household detergents, personal care, institutional and industrial cleaners, agricultural chemicals, food processing, oilfield chemicals, paints and coatings, plastics, and textile, among others.

The household detergent and personal care segment is the fastest growing segment in the surfactant market. With developing economies and increasing urbanisation of the countries in Latin America, the demand has been rising rapidly. These segments include products like detergents, soap, kitchen cleaners, shampoo, and skincare products, among other cleaning and care products.

In agriculture, surfactants are used to improve the flow and spread of fertilisers and pesticides, which in turn helps increase crop production while increasing crop protection from diseases and pests. Within Latin America, Brazil has one of the biggest agriculture industries and the demand biosurfactants has shown tremendous growth. It is a significant shareholder in the Latin America surfactants market.

In the paint and coating segment, surfactants are used to increase the wetting and stabilise the dispersion. The countries in Latin America such as Argentina, Brazil, and Mexico are going through rapid urbanisation as the economy develops. This shift will grow the paint and coating segment market size as more people move to cities.

Regional Outlook for Latin America Surfactants Market

Brazil and Argentina are the largest market region for surfactants and both the regions are witnessing significant growth. Environmental concerns are rising, and eco-friendly and renewable products are being manufactured to address the concerns.

Brazil is one of the largest agricultural market regions in the world and is also lucrative for beauty products. These markets also utilise surfactants as an ingredient, and it will help the Latin America surfactants market expansion.

Competitive Landscape

The surfactant market report comprehensively analyses key players in the market, covering their competitive landscape and the latest developments like mergers, acquisitions, investments, and expansion plans.

BASF SE

BASF SE is a multinational chemical company based in Germany, and it is the leading and largest player in the world. The company works in different sectors, including chemicals, performance products, oil and gas, and plastics, among others.

They provide sustainable home care, automotive, agriculture, electronics, construction, furniture, paper industries, oil, and electrical products.

Stepan Company

Stepan Company is a global manufacturer of speciality chemicals, headquartered in Illinois, United States. They are a leading manufacturer of surfactants used for various consumer products like detergents, surface cleaners, shampoos, and other products.

Stepan also offers polyurethane polyols for thermal insulation and high purity esters, oils and fats for pharmaceutical and nutrition supplements.

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Evonik Industries AG

Evonik Industries AG is a German-based speciality chemical company. It is the second largest chemical manufacturing company in Germany and one of the largest in the world. They are engaged in providing services solutions to Automotive, construction, electronics, food, feed and beverages, healthcare, home care, lifestyle and personal care, among others.

The Dow Chemical Company

The Dow Chemical Company, a multinational chemical corporation based in America, is a subsidiary of Dow Inc. The company is among the top largest chemical producers in the world. Its products include plastics, lubricants, adhesives, conductive materials, solvents and glycols, and agricultural products, among multiple others.

Indorama Ventures Public Company Limited

Indorama Ventures Public Company Limited is a multinational chemical company engaged in making sustainable products for various industries. They provide a wide range of petrochemical products like feedstock, PET, packaging, fibres, and recycled products. They are the largest producer of PET resins and manufacturer of wool yarns.

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