

Surfactants Market Size, Share and Growth Analysis Report - Forecast Trends and Outlook (2025-2034)

Market Report | 2025-07-28 | 156 pages | EMR Inc.

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Report description:

The global surfactants market stood at a value of around USD 50.59 Billion in 2024. The market is further expected to grow in the forecast period of 2025-2034 at a CAGR of 5.20% to reach USD 83.99 Billion by 2034.

Anionic Surfactant Type Holds a Significant Share in the Global Surfactants Industry

The anionic surfactants segment based on type accounts for a significant share in the market owing to the low cost and easy availability of the product. In addition to this, anionic surfactants carry a negative charge which allows them to bind to impurities and particles present in the liquid, further removing the same to facilitate cleaning. Additionally, the rising utilisation of anionic surfactants in low-moisture carpet cleaners and traditional shampoos is likely to propel the growth of the segment.

The Asia Pacific Accounts for a Significant Share in the Global Market for Surfactants

The surfactants industry in the Asia Pacific is driven by the thriving home and personal care industry in emerging countries like India, China, and others. This can be attributed to the rising standards of living and increasing disposable incomes in these countries. A significant shift among the rural population towards premium home cleaning products is likely to bolster the market growth in the forecast period. Furthermore, the rapid urbanisation, coupled with the development of supermarkets and hypermarkets is anticipated to propel the demand for surfactant-based products in the region, thereby aiding the market.

Surfactants: Market Segmentation

Surfactants are defined as surface-active agents which when added to liquid, increase their spreading and wetting properties. Surfactants contain hydrophobic and hydrophilic groups. Hydrophobic allows the molecule to interact with water while the hydrophilic part moves away from the water, helping remove dirt and impurities.

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Based on type, the market has been segmented into:

- Cationic Surfactants
- Anionic Surfactants
- Non-ionic Surfactants
- Amphoteric Surfactants
- Others

Among these, anionic surfactants are further divided based on type into linear alkyl benzene, fatty alcohol ether sulphate, and fatty alcohol sulphate, among others. While the non-ionic surfactants can be divided into fatty alcohol ethoxylate, alkyl phenol ethoxylate, and others.

The segmentation of the market based on end use is as follows:

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

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Rising Demand for Institutional and Industrial Cleaners to Boost the Growth of the Surfactants Industry

The rising application of surfactants in institutional and industrial cleaners is driving the overall growth of the market. Surfactants are chief ingredients in foaming agents, dispersants, emulsifiers, solubilising agents, and cleaners, which are further used for cleaning the surface and maintaining proper sanitation. Over the forecast period, the rising demand for institutional and industrial cleaners in hospitals, hotels, restaurants, schools, and others is expected to augment the market growth. Furthermore, the rapid expansion of the personal care industry, particularly in emerging economies, is expected to provide an impetus to the market.

Key Industry Players in the Global Surfactants Market

The report gives a detailed analysis of the following key players in the global surfactants market, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant

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turnarounds:

- BASF SE
- Clariant AG
- Croda International Plc
- Dow Inc.
- Indorama Ventures Public Company Limited.
- Kao Corporation
- Lonza Group AG
- Evonik Industries AG
- Others

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis.

More Insights On

Latin America Surfactants Market

Agricultural Surfactants Market

Anionic Surfactants Market

Green Surfactants Market

Low Foam Surfactants Market

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