

Ammonium Lauryl Sulphate Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)

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Report description:

The global ammonium lauryl sulphate market is expected to grow in the forecast period of 2025-2034 at a CAGR of 5.00%.

Growing Consumerism in the Asia Pacific to Contribute to Ammonium Lauryl Sulphate Market Growth

The Asia Pacific is a global leader in the consumption of anionic surfactants like ammonium lauryl sulphate. The market for ammonium lauryl sulphate in the Asia Pacific is being aided by the rising demand for personal care products due to rising consumerism. Consumer trends, like spending money on non-essential items, which were popular in the west is now reaching the Chinese and the Indian populations. For example, cars, ones washed with plain water are now being widely washed with special car shampoos. This has also aided the growth of the ammonium lauryl sulphate industry in the Asia Pacific as the product is used extensively in cleaning products.

The companies are also shifting their production facilities to emerging economies in the Asia Pacific due to the availability of cheap labour and government subsidies; thus, further propelling the growth of the market in the region. With manufacturing happening locally, finished products are cheap and take lesser time to reach consumers. Companies are also adopting economies of scale and aggressive marketing techniques to expand their market share within the region. This is aiding the growth of the ammonium lauryl sulphate industry. The market in the region is also being aided by the rising surfactant demand. The surfactant markets largely depend on the emerging middle-classes in the AsiaPacific region, especially China and India, for their growth.

Ammonium Lauryl Sulphate: Market Segmentation

Ammonium lauryl sulphate is a chemical cleansing agent consisting of a non-polar hydrocarbon chain and a polar sulphate group. The combination of non-polar and polar group gives surfactant properties to the anion and, thus, can be used for the dissolution of both polar and non-polar materials. Ammonium lauryl sulphate is popular for its good foaming property, high biodegradability, and

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excellent decontamination properties. It is found primarily in shampoos and body wash as foaming agents.

Based on application, the market can be segmented into:

- Institutional and Industrial Cleaning
- Cosmetics and Personal Care
- Automotive Care
- Others

Based on type, the cosmetics and personal segment can be further divided into:

- Scalp Treatment
- Foot Treatment
- Anti-Ageing and Facial Cleansing
- Soap
- Others

The regional markets for the product include:

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

Rising Demand for Personal Care Products to Aid the Ammonium Lauryl Sulphate Market Growth

The market is being driven by the rapid growth of consumerism, emerging middle class, and the rising demand for personal care products. This is expected to boost the growth of the ammonium lauryl sulphate industry. Increase in income levels in emerging economies is likely to boost the per capita consumption of cosmetic and beauty products, which will help further the market growth. With higher incomes, millennials can afford to spend money on beauty and grooming products like luxury shampoos, conditioners, and hair masks all of which use ammonium lauryl sulphate. The increasing awareness of self-grooming and personal hygiene, and rise in disposable incomes of the population are expected to augment the demand for personal care products. This will lead to an increase in the demand for ammonium lauryl sulphate.

Key Industry Players in the Global Ammonium Lauryl Sulphate Market

The report presents a detailed analysis of the following key players in the global ammonium lauryl sulphate market, looking into their capacity, market shares, and latest developments like capacity expansions, plant turnarounds, and mergers and acquisitions:

- BASF SE
- Kao Corporation
- Taiwan NJC Corporation
- Stepan Company
- Henan Surface Chemical Industry Co Ltd
- Others

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The comprehensive report looks into the macro and micro aspects of the industry. The EMR report gives an in-depth insight into the market by providing a SWOT analysis as well as an analysis of Porter's Five Forces model.

Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Regions
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth
 - 3.3 Inflation Trends
 - 3.4 Democracy Index
 - 3.5 Gross Public Debt Ratios
 - 3.6 Balance of Payment (BoP) Position
 - 3.7 Population Outlook
 - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate
- 5 Global Ammonium Lauryl Sulphate Market Analysis
 - 5.1 Key Industry Highlights
 - 5.2 Global Ammonium Lauryl Sulphate Historical Market (2018-2024)
 - 5.3 Global Ammonium Lauryl Sulphate Market Forecast (2025-2034)
 - 5.4 Global Ammonium Lauryl Sulphate Market by Application
 - 5.4.1 Institutional and Industrial Cleaning
 - 5.4.1.1 Historical Trend (2018-2024)
 - 5.4.1.2 Forecast Trend (2025-2034)
 - 5.4.2 Cosmetics and Personal Care
 - 5.4.2.1 Historical Trend (2018-2024)
 - 5.4.2.2 Forecast Trend (2025-2034)
 - 5.4.2.3 Breakup by Type

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- 5.4.2.3.1 Scalp Treatment
 - 5.4.2.3.1.1 Historical Trend (2018-2024)
 - 5.4.2.3.1.2 Forecast Trend (2025-2034)
- 5.4.2.3.2 Foot Treatment
 - 5.4.2.3.2.1 Historical Trend (2018-2024)
 - 5.4.2.3.2.2 Forecast Trend (2025-2034)
- 5.4.2.3.3 Anti-Ageing and Facial Cleansing
 - 5.4.2.3.3.1 Historical Trend (2018-2024)
 - 5.4.2.3.3.2 Forecast Trend (2025-2034)
- 5.4.2.3.4 Soap
 - 5.4.2.3.4.1 Historical Trend (2018-2024)
 - 5.4.2.3.4.2 Forecast Trend (2025-2034)
- 5.4.2.3.5 Others
- 5.4.3 Automotive Care
 - 5.4.3.1 Historical Trend (2018-2024)
 - 5.4.3.2 Forecast Trend (2025-2034)
- 5.4.4 Others
- 5.5 Global Ammonium Lauryl Sulphate Market by Region
 - 5.5.1 North America
 - 5.5.1.1 Historical Trend (2018-2024)
 - 5.5.1.2 Forecast Trend (2025-2034)
 - 5.5.2 Europe
 - 5.5.2.1 Historical Trend (2018-2024)
 - 5.5.2.2 Forecast Trend (2025-2034)
 - 5.5.3 Asia Pacific
 - 5.5.3.1 Historical Trend (2018-2024)
 - 5.5.3.2 Forecast Trend (2025-2034)
 - 5.5.4 Latin America
 - 5.5.4.1 Historical Trend (2018-2024)
 - 5.5.4.2 Forecast Trend (2025-2034)
 - 5.5.5 Middle East and Africa
 - 5.5.5.1 Historical Trend (2018-2024)
 - 5.5.5.2 Forecast Trend (2025-2034)
- 6 North America Ammonium Lauryl Sulphate Market Analysis
 - 6.1 United States of America
 - 6.1.1 Historical Trend (2018-2024)
 - 6.1.2 Forecast Trend (2025-2034)
 - 6.2 Canada
 - 6.2.1 Historical Trend (2018-2024)
 - 6.2.2 Forecast Trend (2025-2034)
- 7 Europe Ammonium Lauryl Sulphate Market Analysis
 - 7.1 United Kingdom
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
 - 7.2 Germany
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)

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- 7.3 France
 - 7.3.1 Historical Trend (2018-2024)
 - 7.3.2 Forecast Trend (2025-2034)
- 7.4 Italy
 - 7.4.1 Historical Trend (2018-2024)
 - 7.4.2 Forecast Trend (2025-2034)
- 7.5 Others
- 8 Asia Pacific Ammonium Lauryl Sulphate Market Analysis
 - 8.1 China
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 Japan
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
 - 8.3 India
 - 8.3.1 Historical Trend (2018-2024)
 - 8.3.2 Forecast Trend (2025-2034)
 - 8.4 ASEAN
 - 8.4.1 Historical Trend (2018-2024)
 - 8.4.2 Forecast Trend (2025-2034)
 - 8.5 Australia
 - 8.5.1 Historical Trend (2018-2024)
 - 8.5.2 Forecast Trend (2025-2034)
 - 8.6 Others
- 9 Latin America Ammonium Lauryl Sulphate Market Analysis
 - 9.1 Brazil
 - 9.1.1 Historical Trend (2018-2024)
 - 9.1.2 Forecast Trend (2025-2034)
 - 9.2 Argentina
 - 9.2.1 Historical Trend (2018-2024)
 - 9.2.2 Forecast Trend (2025-2034)
 - 9.3 Mexico
 - 9.3.1 Historical Trend (2018-2024)
 - 9.3.2 Forecast Trend (2025-2034)
 - 9.4 Others
- 10 Middle East and Africa Ammonium Lauryl Sulphate Market Analysis
 - 10.1 Saudi Arabia
 - 10.1.1 Historical Trend (2018-2024)
 - 10.1.2 Forecast Trend (2025-2034)
 - 10.2 United Arab Emirates
 - 10.2.1 Historical Trend (2018-2024)
 - 10.2.2 Forecast Trend (2025-2034)
 - 10.3 Nigeria
 - 10.3.1 Historical Trend (2018-2024)
 - 10.3.2 Forecast Trend (2025-2034)
 - 10.4 South Africa
 - 10.4.1 Historical Trend (2018-2024)

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- 10.4.2 Forecast Trend (2025-2034)
- 10.5 Others
- 11 Market Dynamics
 - 11.1 SWOT Analysis
 - 11.1.1 Strengths
 - 11.1.2 Weaknesses
 - 11.1.3 Opportunities
 - 11.1.4 Threats
 - 11.2 Porter's Five Forces Analysis
 - 11.2.1 Supplier's Power
 - 11.2.2 Buyer's Power
 - 11.2.3 Threat of New Entrants
 - 11.2.4 Degree of Rivalry
 - 11.2.5 Threat of Substitutes
 - 11.3 Key Indicators for Demand
 - 11.4 Key Indicators for Price
- 12 Value Chain Analysis
- 13 Price Analysis
 - 13.1 North America Historical Price Trends (2018-2024) & Forecast (2025-2034)
 - 13.2 Europe Historical Price Trends (2018-2024) & Forecast (2025-2034)
 - 13.3 Asia Pacific Historical Price Trends (2018-2024) & Forecast (2025-2034)
 - 13.4 Latin America Historical Price Trends (2018-2024) & Forecast (2025-2034)
 - 13.5 Middle East & Africa Historical Price Trends (2018-2024) & Forecast (2025-2034)
- 14 Manufacturing Process
 - 14.1 Overview
 - 14.2 Detailed Process Flow
 - 14.3 Operation Involved
- 15 Competitive Landscape
 - 15.1 Supplier Selection
 - 15.2 Key Global Players
 - 15.3 Key Regional Players
 - 15.4 Key Player Strategies
 - 15.5 Company Profiles
 - 15.5.1 BASF SE
 - 15.5.1.1 Company Overview
 - 15.5.1.2 Product Portfolio
 - 15.5.1.3 Demographic Reach and Achievements
 - 15.5.1.4 Certifications
 - 15.5.2 Kao Corporation
 - 15.5.2.1 Company Overview
 - 15.5.2.2 Product Portfolio
 - 15.5.2.3 Demographic Reach and Achievements
 - 15.5.2.4 Certifications
 - 15.5.3 Taiwan NJC Corporation., Ltd.
 - 15.5.3.1 Company Overview
 - 15.5.3.2 Product Portfolio
 - 15.5.3.3 Demographic Reach and Achievements

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- 15.5.3.4 Certifications
- 15.5.4 Stepan Company
 - 15.5.4.1 Company Overview
 - 15.5.4.2 Product Portfolio
 - 15.5.4.3 Demographic Reach and Achievements
 - 15.5.4.4 Certifications
- 15.5.5 Henan Surface Chemical Industry Co Ltd
 - 15.5.5.1 Company Overview
 - 15.5.5.2 Product Portfolio
 - 15.5.5.3 Demographic Reach and Achievements
 - 15.5.5.4 Certifications
- 15.5.6 Others

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