

Ethoxylates Market Report and Forecast 2025-2034

Market Report | 2025-08-11 | 165 pages | EMR Inc.

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Report description:

The global ethoxylates market attained a value of more than USD 14.82 Billion in 2024 . The market is further expected to grow in the forecast period of 2025-2034 at a CAGR of 4.00% to reach over USD 21.94 Billion by 2034 .

Ethoxylates Market Growth

Ethoxylate is a compound that is produced by the inclusion of epoxides in desired molar ratio to substrates like acid, alcohol, amine, and vegetable oils in a block wise or casual manner, where ethylene oxide (EO) ranges from 1 to any number. It is used in personal care products such as shampoos, conditioners, cosmetics, and many others.

The key drivers shaping ethoxylates market outlook are the significant increase in demand for low-rinse detergents, the accelerated expansion of the home care industry, and focus on product control in detergents. Additionally, the increasing use of ethoxylates in personal care products such as shampoos and face washes linked with the growing demand from the paints and coating industry is also driving the market.

Key Trends and Developments

Extensive use in personal care products, and expansion of ethoxylates derivatives production capacity, growing application base for bio-based surfactants are factors fuelling the ethoxylates market expansion

June 2024

GAIL (India) Ltd. has announced a massive ethane cracker project in Madhya Pradesh, with an investment of INR 60,000 crore. The project aims to produce 1500 kilotonnes per annum (kta) of ethylene and its commercial production will commence by FY 2030-31.

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November 2023

A detergent factory worth USD 150,000 was opened in Zaranj city, the centre of Nimroz province. It has a capacity to produce five tonnes of detergents in 24 hours.

September 2023

Dow collaborated with LanzaTech to introduce a bio-degradable cleaning solution, EcoSense 2470 Surfactant, which uses circular carbon capture technology.

May 2022

Shell increased production capacity for bio-based alcohol and alcohol ethoxylates at its Norco, Louisiana facility by adjusting existing assets. The renewable alcohols and ethoxylates, produced from soybean and bio-based feed are now used to make sustainable detergents and cleaners.

Focus on sustainable sourcing

The demand for ethoxylates procured from sustainable sources is increasing, which is why companies are investing in eco-friendly production methods. Stepan Company uses hydrotalcite/magnesium/aluminum catalysts in their ethoxylation process, which is more environmentally friendly.

Demand for low-rinse detergents

The growing demand for low-rinse detergents is driving the use of ethoxylates as non-ionic surfactants, as they help reduce water consumption during cleaning.

Extensive use in personal care products

Ethoxylates are widely used in personal care products like shampoos and face washes to create a rich lather and provide a clean, fresh feel. For instance, ethoxylates in hair care products help in foaming, removing oil, and giving the skin a refreshed sensation.

Expansion of production capacity

Companies are investing in expanding their ethoxylates production capacity to meet the increasing demand. Clariant, for example, announced an USD 86 million investment to expand its Care Chemicals facility in China to enhance customer support across various industries.

Ethoxylates Market Trends

The market is also being driven by the growing awareness among consumers regarding personal care and hygiene. Ethoxylates are widely used in haircare products like shampoos and conditioners, as they help in foaming up, stripping oil, and they also provide a super clean feel. Furthermore, the product demand in the pharmaceutical industry for ointments is anticipated to bolster the ethoxylates market growth in the forecast period. Additionally, in the textile industry, ethoxylates are used for scouring, dyeing, and lubrication. Moreover, the increasing research and development activities and the growing investments by the leading manufacturers are estimated to lead to the growth of the market in the coming years.

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Ethoxylates Industry Segmentation

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

Market Breakup by Product

- Alcohol Ethoxylates
- Fatty Amine Ethoxylates
- Fatty Acid Ethoxylates
- Ethyl Ester Ethoxylates
- Glyceride Ethoxylates
- Others

Market Breakup by Application

- Household and Personal Care
- Industrial and Institutional Cleaning
- Pharmaceutical
- Agrochemicals
- Oilfield Chemicals
- Others

Market Breakup by End Use

- Detergents
- Personal Care Products
- Ointments and Emulsions
- Herbicides
- Insecticides
- Foam Control and Wetting Agents
- Lubricants and Emulsifiers
- Others

Market Breakup by Region

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

Ethoxylates Market Share

Alcohol and fatty amine ethoxylates are high in demand due to the increasing demand for eco-friendly surfactants and the growing applications in various industries

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In terms of product type, the market is dominated by alcohol ethoxylates, which are widely used in both household and industrial applications due to their exceptional cleaning properties and versatility. The growing demand for low-foaming detergents and cleaning agents in industrial applications is driving the growth of the lauryl alcohol ethoxylates segment. Fatty amine ethoxylates are another key segment, used as emulsifiers, dispersing agents, and wetting agents in various applications. As per ethoxylates market analysis, the excellent stabilising properties of fatty amine ethoxylates in oil-water emulsions are driving its demand in the oil and gas industry.

Household and personal care segment holds a significant market share due to rising consumption levels of cleaning products

The household and personal care segment is the largest shareholder in the market, driven by the extensive use of ethoxylates in various household cleaning products such as laundry detergents, dishwashing cleaners, carpet cleaners, air fresheners, and fabric conditioners. The industrial and institutional cleaning segment is driven due to the use of ethoxylates in various industrial cleaning products such as surface cleaners, paper and pulp, and textile industries. The segment is expected to grow at a significant rate due to the increasing demand for eco-friendly cleaning products and the growing awareness of the importance of proper cleaning and hygiene practices.

The pharmaceutical industry also has a significant ethoxylates market share as it uses ethoxylates as an emulsifier in making ointments, tablets, syrups, and gels. The segment is expected to grow at a high rate due to the increasing demand for pharmaceutical products and the growing awareness of the importance of proper formulation and manufacturing practices. Lastly, the agrochemical segment in the market uses the product in various agricultural products such as herbicides, insecticides, and fungicides. The segmental share is growing due to the increasing demand for agricultural products and the growing awareness of the importance of proper pest control and crop protection practices.

Leading Manufacturers in the Ethoxylates Market

Market players are developing eco-friendly products and expanding their production capacities to meet the growing demand from various industries

AkzoNobel N.V.

AkzoNobel N.V. is a global provider of paints and coatings, with a product portfolio that includes functional chemicals, industrial chemicals, pulp and performance chemicals, surfactants, vehicle refinishes, powder coatings, industrial coatings, wood finishes, and adhesives. The company was founded in 1994 and is headquartered in Amsterdam, Netherlands.

BASF SE

BASF SE is a multinational chemical company that produces a wide range of chemicals, including chemicals to produce plastics, fibers, and other materials. The company was founded in 1865 and is headquartered in Ludwigshafen Am Rhein, Germany.

The Dow Chemical Company

The Dow Chemical Company is a leading chemical manufacturing company that produces a diverse range of chemicals, including plastics, chemicals, and agricultural products. The company was founded in 1897 and is headquartered in Michigan, United States.

Clariant International Ltd.

Clariant International Ltd. is a multinational speciality chemical company that produces a variety of chemicals, including pigments

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and coatings. The company was founded in 1995 and is headquartered in Muttenz, Switzerland.

Other key players in the global ethoxylates market include Arkema SA, India Glycols Limited, and Mitsui Chemicals, Inc., among others.

Ethoxylates Market Analysis by Region

Asia Pacific leads the market, driven by region's stable agriculture sector and focus on green chemicals

The Asia Pacific region is a significant market for ethoxylates, driven by the changing fashion trends in the region, which have created high demand for novel textile materials. This drives the consumption of ethoxylates used for lubricating, finishing, and dyeing fabrics. The steady growth of the agricultural industry in the region, particularly in China, India, and Southeast Asia, is also supporting the demand for ethoxylates used in agrochemicals.

Additionally, the region is one of the largest producers and exporters of palm oil, which is a major raw material used for developing fatty alcohols and amines, primary raw materials for obtaining ethoxylates. Governments in the region are also implementing stricter environmental regulations, which is driving demand for eco-friendly, biodegradable surfactants like ethoxylates. For example, China has introduced the "Regulation on the Safety Management of Hazardous Chemicals" that encourages the use of green chemicals and augments ethoxylates market development.

North America is another dominant consumer of ethoxylates for many years, driven by strong demand from key end-use industries like cleaning products, personal care, and oilfield chemicals. The region is home to some of the world's largest consumer brands and personal care companies, which are major consumers of ethoxylates. The high affordability and strong purchasing power of consumers in North America make the region a lucrative market for ethoxylate producers.

Ethoxylates Market Report Snapshots

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