

Global Ethoxylates Market Research Report by Type [Phenoxyethanol & Phenoxypropanol, Lauryl Alcohol Ethoxylate (1-20 Mole), TDA Ethoxylate (3-12 Mole), NP Ethoxylate (Nonyl Phenol Ethoxylate), PEG All Series, Tallow Amine Ethoxylates, Styrenated Phenol Ethoxylates, C-Oil Ethoxylates, CSA Ethoxylates, Polyol (Polyester and Polyether), Styrene BA Binder, Trimelitic Anhydride Ethoxylates, Nonyl Phenol, Polysorbates, Pseudocumene Ethoxylates, Choline Chloride Ethoxylates, Polycarboxylate Ether, Cetyl Alcohol and Stearyl Alcohol Ethoxylates, Others], by Molecular Weight (1-500, 500-1000, 1000-2000, 2000-4000, Above 4000), and by Application (Agrochemicals, Household & Personal Care, Pharmaceuticals, Oilfield Chemicals, Industrial & Institutional Cleaning, Others) Forecast till 2035

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Market Overview

The global ethoxylates market is projected to reach USD 23,085.26 million by 2035, expanding at a steady CAGR of 4.69% from 2025 to 2035. Ethoxylates are chemical compounds formed by the reaction of ethylene oxide with alcohols, phenols, or fatty acids. They are widely used as surfactants in detergents, personal care products, and industrial applications due to their ability to reduce surface tension and improve cleaning efficiency.

One of the main drivers for the use of ethoxylates in the global market is the application of surfactants in personal care products. The idea of hygiene, skin care, and grooming is catching the consumers' fancy. Consequently, the demand for surfactants has gone up. The consumption growth is further fostered by the diminution of the use of ethoxylates in shampoos, body washes, and creams, and also by their pure form of availability. The consumption is also going to be accelerated by factors such as fast urbanization, more disposable incomes, and the growth of e-commerce platforms in developing countries.

Key Company Development

In October 2023, BASF declared a remarkable expansion of its production for ethylene oxide (EO) and derivatives at its Verbund site in Antwerp, Belgium. They support the move, which is worth more than EUR500 million (about USD 528 million), with which they plan to extend their annual production capacity by 400,000 tons. The main purpose of this action is to satisfy the global necessities of the alkoxyates market, which is going to be a variety of different industries, such as home care, construction, and industrial applications. This way, BASF is reaffirming that it is a leader in specialty chemicals.

Major Players

Key players in the global ethoxylates market are BASF SE, Dow, Evonik Industries, Shell, Covestro AG, Solvay, Clariant, Sasol, Stepan Company, Huntsman International LLC, and Nouryon.

Report Attribute Details

- Market Size 2024: USD 13,923.71 Million
- Market Size 2035: USD 23,085.26 Million
- CAGR (2025-2035): 4.69%
- Base Year: 2024
- Market Forecast Period: 2025-2035

Market Segmentations

- By Type: Phenoxyethanol & Phenoxypropanol - 4.50%, Lauryl Alcohol Ethoxylate (1-20 Mole)- 4.80%.
- By Molecular Weight: 1-500 - 4.04%, 500-1000 - 4.92%.
- By Application: Agrochemicals - 4.38%, Household & Personal Care - 4.87%.

Regional Insights

The North American market of ethoxylates is still very stable and diversified, as it is widely used in various sectors such as personal care, pharmaceuticals, agrochemicals, and industrial cleaning. The trend of being environmentally sustainable has resulted in an increase in the consumption of biodegradable and non-toxic surfactants. In 2024, North America showed strong performance, led by the U.S. at USD 2,738.39 million and Canada at USD 498.16 million.

The share of ethoxylates in Europe is still quite significant despite various challenges that come from an evolved and sustainable industrial sector. The strict regulations spearheaded by the European Union have contributed positively to the market in many industrial-heavy areas in Europe. Europe recorded solid demand with Germany contributing USD 726.83 million, followed by France at USD 599.24 million and the UK at USD 540.98 million.

Asia-Pacific is the region that has registered the most rapid increase in the ethoxylates market, after such phenomena as

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industrial development, higher disposable incomes, and bigger consumer markets. China is the leader both in the making and the use of products. The Asia-Pacific region surged ahead, with China at USD 2,129.47 million, India at USD 1,014.20 million, and Japan at USD 611.75 million.

The Middle East & Africa market reflects a diverse mix of drivers, with oil and gas dominating in GCC nations and agriculture fueling demand in Africa. Saudi Arabia and the UAE continue to expand downstream activities, supporting ethoxylate consumption in drilling and enhanced oil recovery. In Africa, countries such as South Africa, Nigeria, and Kenya rely heavily on ethoxylates in agrochemical formulations to support food security.

South America's ethoxylates market is shaped by its agricultural strength, especially in Brazil and Argentina, where agrochemicals are a primary demand driver. Brazil also leads in personal care and household cleaning applications, given its large beauty market and growing urban middle class. The oil and gas sector, particularly in Brazil's pre-salt fields, supports additional demand for ethoxylates in drilling fluids and emulsifiers.

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