

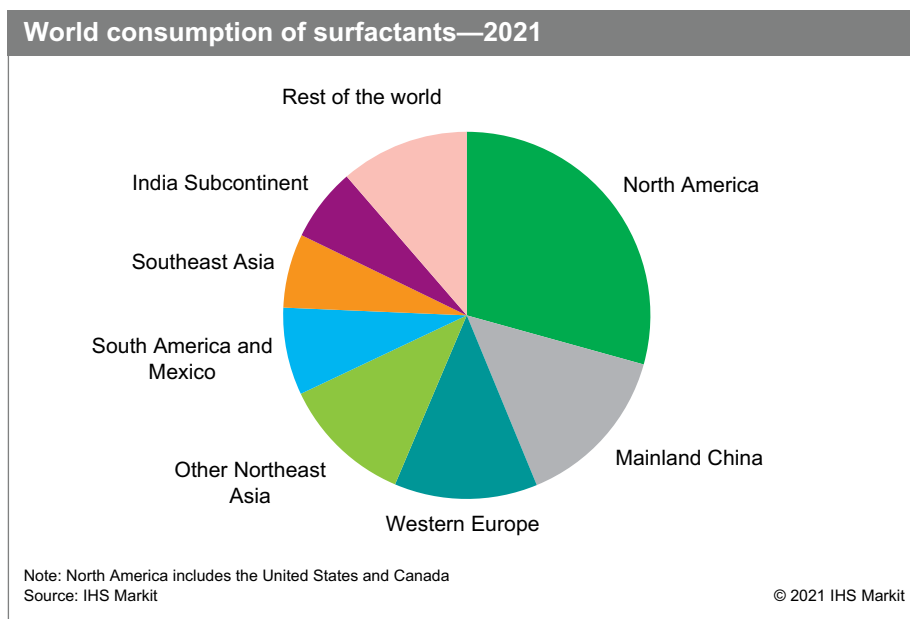
Surfactants

November 2021

Abstract

The global consumption of surfactants in 2021 is estimated to reach 17.6 million metric tons (100% basis) with an estimated market value of \$40.8 billion. Surfactants are used in many applications, not only for their detergency properties, but also for softening, wetting, and emulsification. The most important application for surfactants is in the formulation of household detergents; however, they are also used in hand and automatic dishwashing detergents, a range of household cleaners, hair conditioners, cosmetic and personal care products, institutional cleaning products, and industrial processes. Higher than average global growth will continue to be recorded in developing regions across all applications, although mature markets will remain dynamic as formulations continue to evolve, especially to meet the accelerating demand for more sustainable solutions and processes.

The following chart shows regional consumption of the \$40.7 billion surfactant market by value:



Surfactants have been at the forefront of the battle against the COVID-19 virus, supporting hygiene in home and institutional applications and will continue to play an important role as hygiene concerns persist. The COVID-19 pandemic has affected the market to varying degrees, with household detergents, dishwashing detergents, household cleaners, and some personal care products such as hand soaps performing well throughout 2020. Industrial and institutional cleaning has been significantly affected because of the national

Contacts

IHS Markit Customer Care • CustomerCare@ihsmarkit.com

lockdowns, working from home, closure of offices and public buildings, and the closure of the restaurant and hospitality sectors, although these sectors are expected to rebound strongly and show higher than average growth rates as the economy recovers and the hospitality and travel sectors slowly return to growth.

For more detailed information, see the table of contents, shown below.

IHS Markit's Specialty Chemicals Update Program – *Surfactants* is the comprehensive and trusted guide for anyone seeking information on this industry. This latest report details global and regional information, including



Industry structure,
operating characteristics
and regulatory
environment



Products, functions
and markets



Cost structure/
profitability



Technology changes
and emerging
substitution practices



Quantitative market
analysis and forecasts

Key benefits

IHS Markit's Specialty Chemicals Update Program – *Surfactants* has been compiled using primary interviews with key suppliers and organizations, and leading representatives from the industry in combination with IHS Markit's unparalleled access to upstream and downstream market intelligence and expert insights into industry dynamics, trade, and economics.

This report can help you

- Identify the competitive environment and key players
- Assess key issues facing both suppliers and their end-use customers
- Understand industry integration strategies
- Keep abreast of industry structure changes, regulatory requirements, and other factors affecting profitability
- Identify new business opportunities and threats
- Follow important commercial developments
- Recognize trends and driving forces influencing specialty chemical markets

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IHS Markit Customer Care

CustomerCare@ihsmarkit.com

Asia and the Pacific Rim

Japan: +81 3 6262 1887

Asia Pacific: +604 291 3600

Europe, Middle East, and Africa: +44 (0) 1344 328 300

Americas: +1 800 447 2273

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