

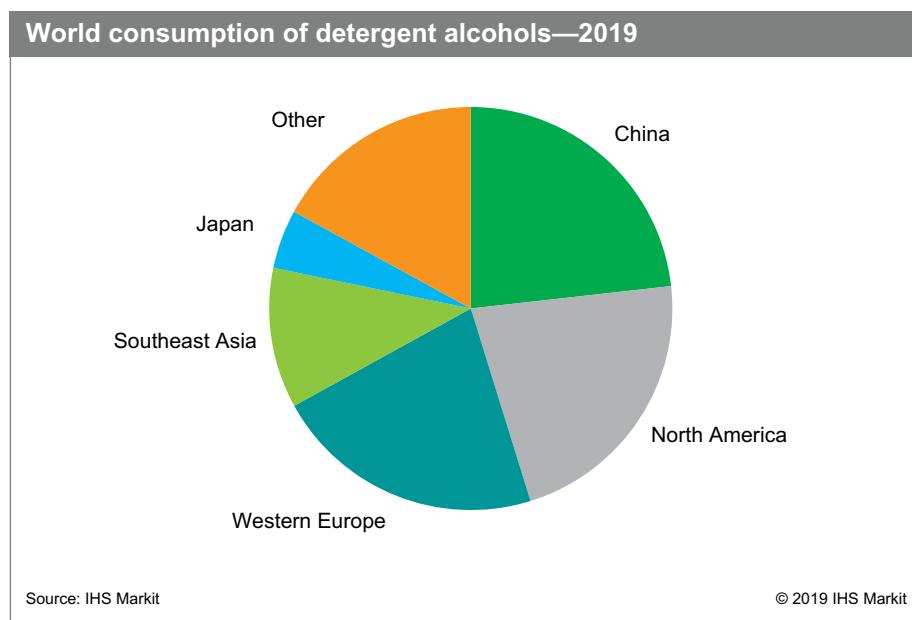
Detergent Alcohols

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Abstract

Global consumption of detergent alcohols will continue to grow at an average annual rate of 2.7% during the period 2019–24, driven primarily by the developing markets in Asia, particularly in India, China, and Southeast Asia. China, the United States, and Western Europe consumed the majority of detergent alcohols in 2019. Derivatives of detergent alcohols are widely used as surfactants for laundry and dishwashing detergents, other household cleaners, personal care products, and various industrial applications. The demand for detergent alcohols and their associated surfactants will vary by region, based on the development of detergent formulations, washing technologies, legislation, and consumer preferences for liquid, powder, or single-dose products and their impact on sustainability.

The following chart shows consumption of detergent alcohols by major region:



The detergent alcohol industry has been in an overcapacity situation for several years, following the rapid buildup of capacity in 2011–16, mainly from producers of oleochemicals in Southeast Asia. Since 2016, there have been few capacity additions, and some plants have actually shut down. As consumption is expected to increase at a faster rate than capacity, utilization rates are expected to improve through the forecast period.

Corporate activity in the household detergents and surfactants industry (and subsequently the detergent alcohols market) remains dynamic, with numerous divestments, acquisitions, joint ventures, and investments announced since the last report was published in 2016, as organizations try to meet the challenges of volatile feedstocks, emerging markets, new capacity expansions, and sustainability targets.

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This report provides an excellent insight into the global market for detergent alcohols as well as their major surfactants. It has been compiled using primary industry research and brings together elements of other IHS Markit reports in the Chemical Economics Handbook (CEH) and Specialty Chemicals Update Program (SCUP) suite of surfactant-related reports

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

IHS Markit's Chemical Economics Handbook – *Detergent Alcohols* is the comprehensive and trusted guide for anyone seeking information on this industry. This latest report details global and regional information, including



Global summary;
regional coverage



Producers with
annual capacities
and plant sites



Production figures
and trends



Consumption and
forecasts by end use
application



Manufacturing
processes and
environmental issues



Trade – imports
and exports

Key benefits

IHS Markit's Chemical Economics Handbook – *Detergent Alcohols* 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 trends and driving forces influencing chemical markets
- Forecast and plan for future demand
- Understand the impact of competing materials
- Identify and evaluate potential customers and competitors
- Evaluate producers
- Track changing prices and trade movements
- Analyze the impact of feedstocks, regulations, and other factors on chemical profitability

Contents

Executive summary	7
Summary	9
Producers	9
Capacity	12
Salient statistics	14
Production	14
Consumption	15
– Consumption by derivative	17
– Consumption by end use	20
Trade	22
Introduction	23
Regional breakdown	23
Definition	23
Business drivers	25
Manufacturing processes	28
Conversion of natural fats and oils	28
– Reduction of methyl esters	28
– Esterification of fatty acids	30
– Reduction of fatty acids	30
– Saponification of esters	30
Synthesis from petroleum-derived raw materials	30
– Oxo (hydroformylation) reaction	31
– Linear primary alcohols from ethylene	33
– ALFOL® alcohol process	34
– Controlled linear chain-growth process	34
– Linear secondary alcohols by paraffin oxidation	35
– Other routes	35
Conversion to major derivatives	35
– Alcohol ethoxylates	35
– Alcohol sulfates and alcohol ether sulfates	36
– Polymethacrylate esters	36
– Fatty nitrogen derivatives	36
– Alkyl glyceryl ether sulfonates	36
– Alkyl polyglucosides	36
Environmental issues and regulations	37
REACH	37
Detergents regulation	37
Supply and demand by region	38
North America	38
– Producing companies	38

– Salient statistics	40
– Production	41
– Consumption	41
– Alcohol ethoxylates	44
– Alcohol sulfates and ether sulfates	46
– Laundry detergents	47
– Dishwashing liquids	47
– Other household cleaners	48
– Industrial, institutional, and commercial uses	48
– Personal care products	48
– Free alcohols	48
– C12-C18 fraction	48
– C20+ fraction	49
– Polymethacrylate esters	49
– Fatty nitrogen derivatives	50
– Alkyl glyceryl ether sulfonates	50
– Alkyl polyglucosides	50
– Other derivatives	51
– Hindered phenols	51
– Thiodipropionate esters	51
– Ethoxylated and propoxylated alcohols	51
– Alcohol phosphates and ether phosphates	51
– Esters of fatty acids	51
– Alcohol phosphites	52
– Price	52
– Trade	53
– Imports	53
– Exports	54
Central and South America	54
– Producing companies	54
– Salient statistics	55
– Consumption	55
– Trade	57
– Imports	57
– Exports	58
Western Europe	58
– Producing companies	59
– Salient statistics	61
– Production	62
– Consumption	63
– Alcohol ethoxylates and alcohol ether sulfates	65
– Alcohol sulfates	65
– Free and C20+ alcohols	66

– Polymethacrylate esters	66
– Fatty nitrogen derivatives	66
– Alkyl polyglucosides	66
– Other derivatives	67
– Esters of fatty acids and succinates	67
– Thiodipropionate esters	67
– Price	67
– Trade	68
– Imports	68
– Exports	69
Central Europe	69
– Producing companies	70
– Salient statistics	70
– Consumption	70
– Trade	72
– Imports	72
– Exports	72
Eastern Europe	72
– Producing companies	73
– Salient statistics	73
– Consumption	74
– Trade	75
Middle East	75
– Producing companies	75
– Salient statistics	76
– Consumption	77
– Trade	77
– Imports	77
– Exports	78
Africa	78
– Producing companies	79
– Salient statistics	79
– Consumption	80
– Trade	81
– Imports	81
– Exports	81
South Asia	82
– Producing companies	82
– Salient statistics	83
– Consumption	84
– Trade	85
– Imports	85
– Exports	86

China	87
– Producing companies	87
– Salient statistics	89
– Production	90
– Consumption	91
– Alcohol ether sulfates	92
– Alcohol ethoxylates	93
– Aliphatic tertiary amines	93
– Alcohol sulfates	93
– Alkyl polyglucosides	94
– Other derivatives	94
– Price	94
– Trade	95
– Imports	95
– Exports	96
Japan	97
– Producing companies	97
– Salient statistics	98
– Production	99
– Consumption	100
– Alcohol ethoxylates	102
– Alcohol ether sulfates	102
– Alcohol sulfates	102
– Free and C20+ alcohols	102
– Fatty nitrogen derivatives	103
– Other derivatives	103
– Price	103
– Trade	104
Other Northeast Asia	105
– Producing companies	105
– Salient statistics	105
– Consumption	106
– Trade	107
Southeast Asia	108
– Producing companies	108
– Salient statistics	111
– Consumption	112
– Price	114
– Trade	114
– Imports	114
– Exports	115
Additional resources	117
Revisions	118

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