

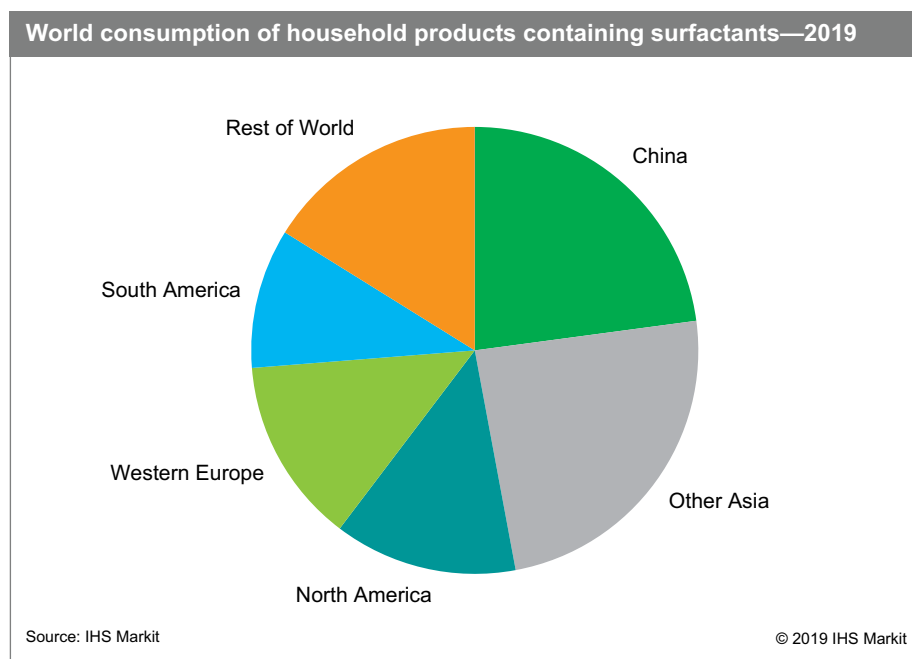
Surfactants, Household Detergents & Their Raw Materials

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Abstract

Global consumption of household products containing surface-active agents will continue to grow at an average annual rate of 3.1% during 2019–24, driven primarily by the developing markets in Asia, particularly China and India. The demand for associated surfactants and their raw materials 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 household products containing surfactants by major region:



Corporate activity in the household detergents and surfactants industry remains dynamic, with numerous divestments, acquisitions, joint ventures, and investments announced since the last report was published in 2015, as organizations try to meet the challenges of volatile feedstocks, emerging markets, new capacity expansions, and sustainability targets.

This report provides an excellent insight into the global market for household detergents and cleaners, as well as the major surfactants and their raw materials associated with the production of such detergents. 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.

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IHS Markit's Chemical Economics Handbook – *Surfactants, Household Detergents & Their Raw Materials* 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 – *Surfactants, Household Detergents & Their Raw Materials* 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

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