Global Market Study on Home Care Chemicals: Asia Pacific to Witness Highest Growth by 2020

Description: Home care chemicals are a class of chemicals that are used in formulations of surface cleaning, fabric care or laundry, dishwashing products among others. Home care chemicals are used in household and institutional cleaning products. Surfactants, solvents, pigments, other additives and other chemicals are typed of home care chemicals.

The home care chemicals market report starts with an overview. To sum it up, home care chemicals additives such as rheology modifiers, mineral fillers or extenders that are added to solvents with pigments and surfactants to render a product with enhanced cleaning capability.

The home care chemicals are categorically split into three components:
- Home care chemicals product type
- Home care chemicals end user applications
- Home care chemical's region-wise analysis

PMR covers the home care chemicals market performance in terms of the revenue split. This section additionally includes PMR's analyses of the key trends, drivers and restraints which are influencing the home care chemicals market. Impact analysis of key growth drivers and restraints, based on the weighted average model is included in the home care chemical's report to better equip and arms clients with crystal clear decision-making insights.

The global home care chemicals market is mainly driven by factors such as mass urbanization, expanding middle class population, broadened product applications, growing demand for home care products in institutional and foodservice sectors and increasing awareness about health and hygiene. However, restraints faced by the global home care chemicals market are stringent government regulations and limitations on input costs and prices.

By product type, the global home care chemicals market is segmented into surfactants, solvents, pigments, other additives and other chemicals. Among these, surfactants accounted for approximately 62.0% of revenue market share in 2014. Surfactants segment is expected to dominate the global home care chemicals market and account for US$ 13.4 billion by 2020, exhibiting a CAGR of 5.1% between 2015 and 2020, followed by solvents and pigments.

By end-use application, the global home care chemicals market is segmented as Laundry/Fabric care, hard surface cleaning, dishwashing and other end-use applications such as air care, auto care and so on. Among all the aforementioned segments, Laundry/Fabric care is expected to dominate the home care chemicals market with over 53% market share through the forecast period.

Currently, key focus of the major players in the global Home Care Chemicals market is on mergers and acquisitions to expand their geographical presence. Key players in the global home care chemicals market include BASF SE, Solvay S.A., Clariant AG, Evonik Industries, Croda International Plc., Ashland Inc., The Dow Chemical Company, Lubrizol Corporation, Huntsman Corporation and Akzo Nobel N.V.

Report analyses the Home Care Chemicals market based on end use applications and presents the forecast in terms of volume and value for the next ten years.

End-use applications covered in the report include:
- laundry or fabric care
- hard surface cleaning
- dishwashing
- others

A subsequent section of the report analyses the market based on product types and presents the forecast in terms of volume and value from 2014 to 2020.
This segment is further classified into product types:
- surfactants
- solvents
- pigments
- other additives
- other chemicals

In the next section, the report analyses the market based on various regions and presents the forecast in terms of volume and value from 2014 to 2020.

The regional section is sub segmented into:
- North America
- Europe
- Middle East & Africa
- Asia Pacific
- Latin America

Key points covered in the report:
The report provides historic, present and forecasted market size, analysis, trend, share, and growth rate. The report segments the market on the basis of product, end-user, and application for all geography. The report provides company profiles of some of the leading companies operating in the market.

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