Global Surfactant Market: Trends Analysis & Forecasts to 2021

Description:
The global Surfactant market is projected to reach USD 44.6 billion by the end of 2021, growing with a CAGR of 5.6% from 2016 to 2021. Surfactants are organic compounds with presence of both hydrophobic and hydrophilic group. The wetting and penetration effect, emulsification, dispersion, foaming, detergency, conditioning, and substantively are some of the important properties of surfactants. The key drivers responsible for growth of the surfactants market include growing end user industries and improving lifestyles in developing economies.

Easy availability, low price, and broadened application areas are few other factors fuelling the demand for surfactants worldwide. Surfactants were mainly used in the detergent and soap industries; however, this trend is changing, and they are currently used in several other industries such as fabric industry uses this as a softener, paper industry to de-ink the recycled paper, agrochemical industry to manufacture herbicides and insecticides, the cosmetic industry in shampoo, hair conditioners and toothpastes, as firefighting agent, in the oil industry, and others.

Segments Covered:
The report segments the global surfactant market by product type, substrate type, application, and region. The product types include anionic surfactants, non-anionic surfactants, cationic surfactants and amphoteric surfactants. The applications include soap industry, personal care industry, textile industry, industry and institutional cleaning, elastomers and plastics industry, oilfield chemicals, crop protection, food industry, and others. The substrate types include synthetic surfactants and bio-based surfactants.

Geographic Coverage and Analysis:
The report provides regional analysis covering geographies such as North America, Europe, Asia-Pacific, and Rest of the World. Due to new investments and projects coming up in Asia-Pacific and the Middle East & Africa; especially in China, India, and Brazil; the emerging markets in these regions are expected to register significant growth in the coming years. All these factors will continue to drive the demand for the surfactants industry, globally.

Companies Profiled:
The companies covered in the report include Akzonobel N.V. (Netherlands), Air Products and Chemicals (U.S.), BASF SE (Germany), Clariant AG (Switzerland), DuPont Ei DE Nemours & Co (U.S.), Evonik Industries AG (Germany), Henkel AG & Co. KGaA (Germany), Huntsman Corporation (U.S.), Kao Corporation (Japan), and The Dow Chemical Company (U.S.).

Report Highlights:
The report provides deep insights on demand forecasts, market trends and micro and macro indicators. In addition, this report provides insights on the factors that are driving and restraining the demand of Surfactant globally as well as regionally. Moreover, the Growth Matrix analysis given in the report brings an insight on the investment areas that existing or new market players can consider. The report provides insights into the market using analytical tools such as Porter's five forces analysis and value chain analysis of Surfactant.

Moreover, the study highlights current market trends and provides forecast from 2016 to 2021. We also have highlighted future trends in the Surfactant market that will impact the demand during the forecast period. Moreover, the competitive analysis given in each regional market brings an insight on the market share of the leading players. Additionally, the analysis highlights rise and fall in the market shares of the key players in the market. This report will help manufacturers, suppliers and distributors of the Surfactant market to understand the present and future trends in this market and formulate their strategies accordingly.
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