

Anionic Surfactants Market By Type (Linear Alkylbenzene Sulfonate, Lignosulfonate, Fatty Alcohol Sulfates, Alkyl Sulfates, Sodium Lauroyl Sarcosinate, Alpha Olefin Sulfonates, Phosphate Esters, Others) , By Application (Household and Personal Care, Oil and Gas, Construction, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

Anionic Surfactants Market

The anionic surfactants market was valued at \$19.4 billion in 2023 and is projected to reach \$31.3 billion by 2033, growing at a CAGR of 4.9% from 2024 to 2033.

Anionic surfactant is an organic substance which creates negatively charged particles when dissolved in water. Among different categories of surfactants, anionic surfactants are the most potent and widely used. They are highly efficient in lifting and suspending particle soils; however, exhibit low capability in emulsifying oily soils. The anionic surfactant finds applications in diverse products, including cleaning agents and personal care products such as shampoo, bodywash, hand soaps, lotions, and serums.

Increase in the commercialization of cleaning services has boosted the requirement for cleaning agents, thereby driving the growth of the anionic surfactants market. Moreover, anionic surfactants witness a constant surge in demand due to their applicability in different industrial processes, such as in agrochemical formulations, emulsion polymerization, and oilfield chemicals. Currently, the trend of manufacturing bio-based anionic surfactants is acquiring traction due to rise in awareness among individuals pertaining to sustainability. Such surfactants cater to the requirements of vegan

formulations and natural cosmetic standards, thereby gaining popularity among the vegan segment of consumers. Moreover, these surfactants are characterized as ultra-mild and non-irritant, causing no harm to the human skin.

However, the chemical-based anionic surfactants dominate the market, and they are known to cause severe damage to human health as well as the environment, including accumulation in the sewage system and toxicity & eutrophication of the waterbodies. This has led to the implementation of stringent safety regulations across the globe, compliance with which is an intricate and expensive task. In the U.S., the Toxic Substances Control Act tests and regulates the products encompassing anionic surfactants to ensure there are no adverse effects on the environment and human health. Under the act, anionic surfactants need to be registered with the evaluation report of their environmental and health impacts.

Segment Review

The anionic surfactants market is segmented into type, application, and region. On the basis of type, the market is classified into linear alkylbenzene sulfonate, lignosulfonate, fatty alcohol sulfates, alkyl sulfates, sodium lauroyl sarcosinate, alpha olefin sulfonates, phosphate esters, and others. Depending on application, it is divided into household & personal care, oil & gas, construction, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of type, the linear alkylbenzene sulfonate segment is expected to exhibit the highest growth throughout the forecast period.

Depending on application, the household & personal care segment is projected to be the highest shareholder during the forecast period.

Region wise, Asia-Pacific is anticipated to be the highest revenue generator by 2033.

Competition Analysis

The leading players operating in the global anionic surfactants market include The Dow Chemical Company, Croda International Plc, Evonik Industries AG, Solvay S.A., Stepan Company, Clariant AG, Kao Corporation, Huntsman Corporation, Nouryon, and BASF SE. These major players have adopted various key development strategies such

as business expansion, new product launches, and partnerships, to strengthen their foothold in the competitive market.

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SWOT Analysis

Key Market Segments

By Type

Linear Alkylbenzene Sulfonate

Lignosulfonate

Fatty Alcohol Sulfates

Alkyl Sulfates

Sodium Lauroyl Sarcosinate

Alpha Olefin Sulfonates

Phosphate Esters

Others

By Application

Household and Personal Care

Oil and Gas

Construction

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

Rest of LAMEA

Key Market Players

The Dow Chemical Company

Croda International Plc

Evonik Industries AG

Solvay S.A.

Stepan Company

Clariant AG

Ka%li%Corporation

Huntsman Corporation

Nouryon

BASF SE

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