

# **Surfactants Market by Type (Cationic, Anionic, Nonionic, Amphoteric, and Others) and Application (Household Detergent, Personal Care, Industrial & Institutional Cleaner, Oilfield Chemical, Agricultural Chemical, Food Processing, Paint & Coating, Adhesive, Plastic, Textile, and Others) - Global Opportunity Analysis and Industry Forecast, 2018-2025**

<https://marketpublishers.com/r/WBC0D06AE0CEN.html>

Date: August 2018

Pages: 311

Price: US\$ 5,370.00 (Single User License)

ID: WBC0D06AE0CEN

## **Abstracts**

Surfactants are organic chemicals, with both hydrophilic and hydrophobic ends, which when added, change the properties of the liquid at the surface or interface. They allow oil molecules to dissolve in water. They are used in different industries, owing to their properties such as wettability, detergency, emulsion, dispersion, stabilization, and foam/froth formation. The global surfactants market accounted for \$43,655million in 2017, and is projected to reach \$66,408 million by 2025, registering a CAGR of 5.4% from 2018 to 2025.

Factors such as extensive use of surfactants in household detergents and wide usage of surfactants in their applications such as personal care products, oilfield chemicals, and paints & coatings are projected to drive the growth of the surfactants market. Increase in household income in emerging economies such as China and India is also anticipated to boost the demand for surfactants owing to increased consumption of household detergents and personal care products. Low prices and easy availability of surfactants are the factors expected to further catalyze the growth of surfactants. However, rise in prices and low raw material availability hamper the market growth. Moreover, environmental concerns such as toxic effects of surfactants on various

aquatic organisms and implementation of stringent laws & regulations limit the adoption of surfactants. The rapid rise in personal care segment, which includes skin care and other body care products such as lotions, shampoos, face wash, and skin care creams provides further growth opportunities for the market.

The global surfactants market is segmented based on various parameters such as type, application, and region. Based on type, the market is classified into cationic surfactant, anionic surfactant, nonionic surfactant, and others. Anionic surfactants are further categorized into linear alkyl benzene, fatty alcohol ether sulfate, fatty alcohol sulfate, sulfosuccinate, and other anionic surfactant. Nonionic surfactant are further classified into fatty alcohol ethxylate, alkyl phenol ethoxylate, and other nonionic surfactant. Based on application, the market is divided into household detergents, personal care, industrial & institutional cleaners, food processing, oilfield chemical, agricultural chemical, textile, plastic, paint & coating, adhesive, and others. Based on region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## KEY MARKET BENEFITS

The study provides an in-depth analysis of the global surfactants market along with the current trends and future estimations to elucidate the imminent investment pockets.

The report presents a quantitative analysis of the market from 2017 to 2025 to enable stakeholders to capitalize on the prevailing market opportunities.

An extensive analysis of the market based on application assists in understanding the trends in the industry.

The key market players along with their strategies are thoroughly analyzed to understand the competitive outlook of the industry.

## KEY MARKET SEGMENTS

### By Type

Cationic Surfactant

Anionic Surfactant

Linear Alkyl Benzene

Fatty Alcohol Ether Sulfate

Fatty Alcohol Sulfate

Sulfosuccinate

Other Anionic Surfactant

Nonionic Surfactant

Fatty Alcohol Ethoxylate

Alkyl Phenol Ethoxylate

Other Nonionic Surfactant

Amphoteric Surfactant

Others

By Application

Household Detergent

Personal Care

Industrial & Institutional Cleaner

Food Processing

Oilfield Chemical

Agricultural Chemical

Textile

Plastic

Paint & Coating

Adhesive

Others

## By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

Japan

China

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

The list of key players operating in this market includes:

BASF SE

The Dow Chemical Company

Stepan Company S.A.

Evonik Industries AG

Kao Corporation

The Proctor & Gamble Company

Clariant

Lion Specialty Chemicals Co, Ltd.

Solvay

Huntsman Corporation

The other players included in the value chain analysis (and not included in the report) include:

Galaxy Surfactants

Aarti Industries Ltd.

Wacker Chemie AG

Jiangsu Maysta Chemicals Co. Ltd.

## Contents

### CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key benefits for stakeholders
- 1.3. Key market segments
  - 1.3.1. List of key players profiled in the report
- 1.4. Research methodology
  - 1.4.1. Secondary research
  - 1.4.2. Primary research
  - 1.4.3. Analyst tools and models

### CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. The global surfactants market w
- 2.2. Key findings of the study
  - 2.2.1. CXO perspective

### CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
  - 3.2.1. Top investment pockets
  - 3.2.2. Top winning strategies
- 3.3. Top player positioning, 2017
- 3.4. Porter's five forces analysis
  - 3.4.1. Bargaining power of suppliers
  - 3.4.2. Bargaining power of buyers
  - 3.4.3. Thereat of new entrants
  - 3.4.4. Threat of substitutes
  - 3.4.5. Intensity of competitive rivalry
- 3.5. Market dynamics
  - 3.5.1. Drivers
    - 3.5.1.1. Low prices & easy availability of surfactants
    - 3.5.1.2. Wide range of application
    - 3.5.1.3. Extensive use of surfactants in household detergents
  - 3.5.2. Restraints
    - 3.5.2.1. Volatility in raw material prices

3.5.2.2. Environmental issues

3.5.3. Opportunities

3.5.3.1. Usage of surfactants in neonatal respiratory distress syndrome

3.5.3.2. Fastest growing market of personal care products

## **CHAPTER 4: SURFACTANTS MARKET, BY TYPE**

4.1. Overview

4.1.1. Market size and forecast

4.2. Cationic surfactants

4.2.1. Key market trends, growth factors, and opportunities

4.2.2. Market size and forecast, by region

4.2.3. Market volume and forecast, by region

4.2.4. Market analysis, by country

4.3. Anionic surfactants

4.3.1. Key market trends, growth factors, and opportunities

4.3.2. Market size and forecast, by region

4.3.3. Market volume and forecast, by region

4.3.4. Market size and forecast, by type

4.3.5. Market volume and forecast, by type

4.3.5.1. Linear alkyl benzene

4.3.6. Market size and forecast

4.3.7. Market volume and forecast

4.3.7.1. Fatty alcohol ether sulfates

4.3.8. Market size and forecast

4.3.9. Market volume and forecast

4.3.9.1. Fatty alcohol sulfates

4.3.10. Market size and forecast

4.3.11. Market volume and forecast

4.3.11.1. Sulfosuccinates

4.3.12. Market size and forecast

4.3.13. Market volume and forecast

4.3.13.1. Other anionic surfactants

4.3.14. Market volume and forecast

4.3.15. Market analysis, by country

4.4. Nonionic surfactants

4.4.1. Key market trends, growth factors, and opportunities

4.4.2. Market size and forecast, by region

4.4.3. Market volume and forecast, by region



- 4.4.4. Market size and forecast, by type
- 4.4.5. Market volume and forecast, by type
  - 4.4.5.1. Fatty alcohol ethoxylates (FAE)
- 4.4.6. Market size and forecast
- 4.4.7. Market volume and forecast
  - 4.4.7.1. Alkyl phenol ethoxylates (APE)
- 4.4.8. Market size and forecast
- 4.4.9. Market volume and forecast
  - 4.4.9.1. Others
- 4.4.10. Market size and forecast
- 4.4.11. Market volume and forecast
- 4.4.12. Market analysis, by country
- 4.5. Amphoteric surfactants
  - 4.5.1. Key market trends, growth factors, and opportunities
  - 4.5.2. Market size and forecast
  - 4.5.3. Market volume and forecast
  - 4.5.4. Market analysis, by country
- 4.6. Others
  - 4.6.1. Key market trends, growth factors, and opportunities
  - 4.6.2. Market size and forecast
  - 4.6.3. Market volume and forecast
  - 4.6.4. Market analysis, by country

## **CHAPTER 5: SURFACTANTS MARKET, BY APPLICATION**

- 5.1. Overview
  - 5.1.1. Market size and forecast
  - 5.1.2. Market volume and forecast
- 5.2. Household detergents
  - 5.2.1. Market size and forecast
  - 5.2.2. Market volume and forecast
  - 5.2.3. Market analysis, by country
- 5.3. Personal care
  - 5.3.1. Market size and forecast
  - 5.3.2. Market volume and forecast
  - 5.3.3. Market analysis, by country
- 5.4. Industrial & institutional cleaners
  - 5.4.1. Market size and forecast
  - 5.4.2. Market volume and forecast

- 5.4.3. Market analysis, by country
- 5.5. Food processing
  - 5.5.1. Market size and forecast
  - 5.5.2. Market volume and forecast
  - 5.5.3. Market analysis, by country
- 5.6. Oilfield chemicals
  - 5.6.1. Market size and forecast
  - 5.6.2. Market volume and forecast
  - 5.6.3. Market analysis, by country
- 5.7. Agricultural chemicals
  - 5.7.1. Market size and forecast
  - 5.7.2. Market volume and forecast
  - 5.7.3. Market analysis, by country
- 5.8. Textiles
  - 5.8.1. Market size and forecast
  - 5.8.2. Market volume and forecast
  - 5.8.3. Market analysis, by country
- 5.9. Plastics
  - 5.9.1. Market size and forecast
  - 5.9.2. Market volume and forecast
  - 5.9.3. Market analysis, by country
- 5.10. Paints & coatings
  - 5.10.1. Market size and forecast
  - 5.10.2. Market volume and forecast
  - 5.10.3. Market analysis, by country
- 5.11. Adhesives
  - 5.11.1. Market size and forecast
  - 5.11.2. Market volume and forecast
  - 5.11.3. Market analysis, by country
- 5.12. Others
  - 5.12.1. Market size and forecast
  - 5.12.2. Market volume and forecast
  - 5.12.3. Market analysis, by country

## **CHAPTER 6: SURFACTANTS MARKET, BY REGION**

- 6.1. Overview
  - 6.1.1. Market size and forecast
  - 6.1.2. Market volume and forecast

## 6.2. North America

6.2.1. Key market trends, growth factors, and opportunities

6.2.2. Market size and forecast, by type

6.2.3. Market volume and forecast, by type

6.2.4. Market size and forecast, by application

6.2.5. Market volume and forecast, by application

6.2.6. Market size and forecast by country

6.2.7. Market volume and forecast, by country

6.2.8. U.S.

6.2.8.1. Market size and forecast, by type

6.2.8.2. Market volume and forecast, by type

6.2.8.3. Market size and forecast, by application

6.2.8.4. Market volume and forecast, by application

6.2.9. Canada

6.2.9.1. Market size and forecast, by type

6.2.9.2. Market volume and forecast, by type

6.2.9.3. Market size and forecast by application

6.2.9.4. Market volume and forecast by application

6.2.10. Mexico

6.2.10.1. Market size and forecast, by type

6.2.10.2. Market volume and forecast, by type

6.2.10.3. Market size and forecast by application

6.2.10.4. Market volume and forecast, by application

## 6.3. Europe

6.3.1. Key market trends, growth factors and opportunities

6.3.2. Market size and forecast, by type

6.3.3. Market volume and forecast, by type

6.3.4. Market size and forecast, by application

6.3.5. Market volume and forecast, by application

6.3.6. Market size and forecast, by country

6.3.7. Market volume and forecast, by country

6.3.8. Germany

6.3.8.1. Market size and forecast, by type

6.3.8.2. Market volume and forecast, by type

6.3.8.3. Market size and forecast by, application

6.3.8.4. Market volume and forecast by, application

6.3.9. France

6.3.9.1. Market size and forecast, by type

6.3.9.2. Market volume and forecast by, type

- 6.3.9.3. Market size and forecast by application
- 6.3.9.4. Market volume and forecast by, application
- 6.3.10. UK
  - 6.3.10.1. Market size and forecast, by type
  - 6.3.10.2. Market volume and forecast, by type
  - 6.3.10.3. Market size and forecast, by application
  - 6.3.10.4. Market volume and forecast, by application
- 6.3.11. Italy
  - 6.3.11.1. Market size and forecast, by type
  - 6.3.11.2. Market volume and forecast, by type
  - 6.3.11.3. Market size and forecast, by application
  - 6.3.11.4. Market volume and forecast, by application
- 6.3.12. Spain
  - 6.3.12.1. Market size and forecast, by type
  - 6.3.12.2. Market volume and forecast, by type
  - 6.3.12.3. Market size and forecast, by application
  - 6.3.12.4. Market volume and forecast, by application
- 6.3.13. Rest of Europe
  - 6.3.13.1. Market size and forecast, by type
  - 6.3.13.2. Market volume and forecast, by type
  - 6.3.13.3. Market size and forecast, by application
  - 6.3.13.4. Market volume and forecast, by application
- 6.4. Asia-Pacific
  - 6.4.1. Key market trends, growth factors and opportunities
  - 6.4.2. Market size and forecast, by type
  - 6.4.3. Market volume and forecast, by type
  - 6.4.4. Market size and forecast, by application
  - 6.4.5. Market volume and forecast, by application
  - 6.4.6. Market size and forecast, by country
  - 6.4.7. Market volume and forecast, by country
  - 6.4.8. Japan
    - 6.4.8.1. Market size and forecast, by type
    - 6.4.8.2. Market volume and forecast, by type
    - 6.4.8.3. Market size and forecast, by application
    - 6.4.8.4. Market volume and forecast, by application
  - 6.4.9. China
    - 6.4.9.1. Market size and forecast, by type
    - 6.4.9.2. Market volume and forecast, by type
    - 6.4.9.3. Market size and forecast, by application

- 6.4.9.4. Market volume and forecast, by application
- 6.4.10. India
  - 6.4.10.1. Market size and forecast, by type
  - 6.4.10.2. Market volume and forecast, by type
  - 6.4.10.3. Market size and forecast, by application
  - 6.4.10.4. Market volume and forecast, by application
- 6.4.11. Australia
  - 6.4.11.1. Market size and forecast, by type
  - 6.4.11.2. Market volume and forecast, by type
  - 6.4.11.3. Market size and forecast, by application
  - 6.4.11.4. Market volume and forecast, by application
- 6.4.12. South Korea
  - 6.4.12.1. Market size and forecast, by type
  - 6.4.12.2. Market volume and forecast, by type
  - 6.4.12.3. Market size and forecast, by application
  - 6.4.12.4. Market volume and forecast, by application
- 6.4.13. Rest of Asia-Pacific
  - 6.4.13.1. Market size and forecast, by type
  - 6.4.13.2. Market volume and forecast, by type
  - 6.4.13.3. Market size and forecast, by application
  - 6.4.13.4. Market volume and forecast, by application
- 6.5. LAMEA
  - 6.5.1. Key market trends, growth factors, and opportunities
  - 6.5.2. Market size and forecast, by type
  - 6.5.3. Market volume and forecast, by type
  - 6.5.4. Market size and forecast, by application
  - 6.5.5. Market volume and forecast, by application
  - 6.5.6. Market size and forecast, by country
  - 6.5.7. Market volume and forecast, by country
  - 6.5.8. Brazil
    - 6.5.8.1. Market size and forecast, by type
    - 6.5.8.2. Market volume and forecast, by type
    - 6.5.8.3. Market size and forecast, by application
    - 6.5.8.4. Market volume and forecast, by application
  - 6.5.9. Saudi Arabia
    - 6.5.9.1. Market size and forecast, by type
    - 6.5.9.2. Market volume and forecast, by type
    - 6.5.9.3. Market size and forecast, by application
    - 6.5.9.4. Market volume and forecast, by application

#### 6.5.10. South Africa

6.5.10.1. Market size and forecast, by type

6.5.10.2. Market volume and forecast, by type

6.5.10.3. Market size and forecast, by application

6.5.10.4. Market volume and forecast, by application

#### 6.5.11. Rest of LAMEA

6.5.11.1. Market size and forecast, by type

6.5.11.2. Market volume and forecast, by type

6.5.11.3. Market size and forecast, by application

6.5.11.4. Market volume and forecast, by application

## **CHAPTER 7: COMPANY PROFILES**

### 7.1. BASF SE

7.1.1. Company overview

7.1.2. Company snapshot

7.1.3. Operating business segments

7.1.4. Product portfolio

7.1.5. Business performance

7.1.6. Key strategic moves and developments

### 7.2. The Dow Chemical Company

7.2.1. Company overview

7.2.2. Company snapshot

7.2.3. Operating business segments

7.2.4. Product portfolio

7.2.5. Business performance

### 7.3. Stepan Company

7.3.1. Company overview

7.3.2. Company snapshot

7.3.3. Operating business segments

7.3.4. Product portfolio

7.3.5. Business performance

7.3.6. Key strategic moves and developments

### 7.4. Evonik Industries AG

7.4.1. Company overview

7.4.2. Company snapshot

7.4.3. Operating business segments

7.4.4. Product portfolio

7.4.5. Business performance

- 7.4.6. Key strategic moves and developments
- 7.5. Kao Corporation
  - 7.5.1. Company overview
  - 7.5.2. Company snapshot
  - 7.5.3. Operating business segments
  - 7.5.4. Product portfolio
  - 7.5.5. Business performance
  - 7.5.6. Key strategic moves and developments
- 7.6. Procter & Gamble
  - 7.6.1. Company overview
  - 7.6.2. Company snapshot
  - 7.6.3. Operating business segments
  - 7.6.4. Product portfolio
  - 7.6.5. Business performance
- 7.7. Clariant
  - 7.7.1. Company overview
  - 7.7.2. Company snapshot
  - 7.7.3. Operating business segments
  - 7.7.4. Product portfolio
  - 7.7.5. Business performance
  - 7.7.6. Key strategic moves and developments
- 7.8. Lion Specialty Chemicals Co., Ltd.
  - 7.8.1. Company overview
  - 7.8.2. Company snapshot
  - 7.8.3. Operating business segments
  - 7.8.4. Product portfolio
  - 7.8.5. Business performance
- 7.9. Solvay
  - 7.9.1. Company overview
  - 7.9.2. Company snapshot
  - 7.9.3. Operating business segments
  - 7.9.4. Product portfolio
  - 7.9.5. Business performance
  - 7.9.6. Key strategic moves and developments
- 7.10. Huntsman Corporation
  - 7.10.1. Company overview
  - 7.10.2. Company snapshot
  - 7.10.3. Operating business segments
  - 7.10.4. Product portfolio

#### 7.10.5. Business performance



## List Of Tables

### LIST OF TABLES

TABLE 01. GLOBAL SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)
TABLE 02. GLOBAL SURFACTANTS MARKET, BY TYPE, 2017-2025 (KILOTON)
TABLE 03. CATIONIC SURFACTANTS MARKET, BY REGION, 2017-2025 (\$MILLION)
TABLE 04. CATIONIC SURFACTANTS MARKET, BY REGION, 2017-2025 (KILOTON)
TABLE 05. ANIONIC SURFACTANTS MARKET, BY REGION, 2017-2025 (\$MILLION)
TABLE 06. ANIONIC SURFACTANTS MARKET, BY REGION, 2017-2025 (KILOTON)
TABLE 07. GLOBAL ANIONIC SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)
TABLE 08. GLOBAL ANIONIC SURFACTANTS MARKET, BY TYPE, 2017-2025 (KILOTON)
TABLE 09. LINEAR ALKYL BENZENE MARKET, BY REGION, 2017-2025 (\$MILLION)
TABLE 10. LINEAR ALKYL BENZENE MARKET, BY REGION, 2017-2025 (KILOTON)
TABLE 11. FATTY ALCOHOL ETHER SULFATES MARKET, BY REGION, 2017-2025 (\$MILLION)
TABLE 12. FATTY ALCOHOL ETHER SULFATES MARKET, BY REGION, 2017-2025 (KILOTON)
TABLE 13. FATTY ALCOHOL SULFATES MARKET, BY REGION, 2017-2025 (\$MILLION)
TABLE 14. FATTY ALCOHOL SULFATES MARKET, BY REGION, 2017-2025 (KILOTON)
TABLE 15. SULFOSUCCINATES MARKET, BY REGION, 2017-2025 (\$MILLION)
TABLE 16. SULFOSUCCINATES MARKET, BY REGION, 2017-2025 (KILOTON)
TABLE 17. OTHER ANIONIC MARKET, BY REGION, 2017-2025 (\$MILLION)
TABLE 18. OTHER ANIONIC MARKET, BY REGION, 2017-2025 (KILOTON)
TABLE 19. NONIONIC SURFACTANTS MARKET, BY REGION, 2017-2025 (\$MILLION)
TABLE 20. NONIONIC SURFACTANTS MARKET, BY REGION, 2017-2025 (KILOTON)
TABLE 21. GLOBAL NONIONIC SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)
TABLE 22. GLOBAL NONIONIC SURFACTANTS MARKET, BY TYPE, 2017-2025 (KILOTON)
TABLE 23. FATTY ALCOHOL ETHOXYLATE MARKET, BY REGION, 2017-2025 (\$MILLION)
TABLE 24. FATTY ALCOHOL ETHOXYLATE MARKET, BY REGION, 2017-2025

(KILOTON)

TABLE 25. ALKYL PHENOL ETHOXYLATE MARKET, BY REGION, 2017-2025

(\$MILLION)

TABLE 26. ALKYL PHENOL ETHOXYLATE MARKET, BY REGION, 2017-2025

(KILOTON)

TABLE 27. OTHER NONIONIC SURFACTANTS MARKET, BY REGION, 2017-2025

(\$MILLION)

TABLE 28. OTHER NONIONIC SURFACTANTS MARKET, BY REGION, 2017-2025

(KILOTON)

TABLE 29. AMPHOTERIC SURFACTANTS MARKET, BY REGION, 2017-2025

(\$MILLION)

TABLE 30. AMPHOTERIC SURFACTANTS MARKET, BY REGION, 2017-2025

(KILOTON)

TABLE 31. OTHER SURFACTANTS MARKET, BY REGION, 2017-2025 (\$MILLION)

TABLE 32. OTHER SURFACTANTS MARKET, BY REGION, 2017-2025 (KILOTON)

TABLE 33. GLOBAL SURFACTANTS MARKET, BY APPLICATION, 2017-2025

(\$MILLION)

TABLE 34. GLOBAL SURFACTANTS MARKET, BY APPLICATION, 2017-2025

(KILOTON)

TABLE 35. SURFACTANTS MARKET FOR HOUSEHOLD DETERGENTS, BY  
REGION, 2017-2025 (\$MILLION)

TABLE 36. SURFACTANTS MARKET FOR HOUSEHOLD DETERGENTS, BY  
REGION, 2017-2025 (KILOTON)

TABLE 37. SURFACTANTS MARKET FOR PERSONAL CARE, BY REGION,  
2017-2025 (\$MILLION)

TABLE 38. SURFACTANTS MARKET FOR PERSONAL CARE, BY REGION,  
2017-2025 (KILOTON)

TABLE 39. SURFACTANTS MARKET FOR INDUSTRIAL & INSTITUTIONAL  
CLEANERS, BY REGION, 2017-2025 (\$MILLION)

TABLE 40. SURFACTANTS MARKET FOR INDUSTRIAL & INSTITUTIONAL  
CLEANERS, BY REGION, 2017-2025 (KILOTON)

TABLE 41. SURFACTANTS MARKET FOR FOOD PROCESSING, BY REGION,  
2017-2025 (\$MILLION)

TABLE 42. SURFACTANTS MARKET FOR FOOD PROCESSING, BY REGION,  
2017-2025 (KILOTON)

TABLE 43. SURFACTANTS MARKET FOR OILFIELD CHEMICALS, BY REGION,  
2017-2025 (\$MILLION)

TABLE 44. SURFACTANTS MARKET FOR OILFIELD CHEMICALS, BY REGION,  
2017-2025 (KILOTON)

TABLE 45. SURFACTANTS MARKET FOR AGRICULTURAL CHEMICALS, BY REGION, 2017-2025 (\$MILLION)

TABLE 46. SURFACTANTS MARKET FOR AGRICULTURAL CHEMICALS, BY REGION, 2017-2025 (KILOTON)

TABLE 47. SURFACTANTS MARKET FOR TEXTILES, BY REGION, 2017-2025 (\$MILLION)

TABLE 48. SURFACTANTS MARKET FOR TEXTILES, BY REGION, 2017-2025 (KILOTON)

TABLE 49. SURFACTANTS MARKET FOR PLASTICS, BY REGION, 2017-2025 (\$MILLION)

TABLE 50. SURFACTANTS MARKET FOR PLASTICS, BY REGION, 2017-2025 (KILOTON)

TABLE 51. SURFACTANTS MARKET FOR PAINTS & COATINGS, BY REGION, 2017-2025 (\$MILLION)

TABLE 52. SURFACTANTS MARKET FOR PAINTS & COATINGS, BY REGION, 2017-2025 (KILOTON)

TABLE 53. SURFACTANTS MARKET FOR ADHESIVES, BY REGION, 2017-2025 (\$MILLION)

TABLE 54. SURFACTANTS MARKET FOR ADHESIVES, BY REGION, 2017-2025 (KILOTON)

TABLE 55. SURFACTANTS MARKET FOR OTHER APPLICATIONS, BY REGION, 2017-2025 (\$MILLION)

TABLE 56. SURFACTANTS MARKET FOR OTHER APPLICATIONS, BY REGION, 2017-2025 (KILOTON)

TABLE 57. GLOBAL SURFACTANTS MARKET, BY REGION, 2017-2025 (\$MILLION)

TABLE 58. GLOBAL SURFACTANTS MARKET, BY REGION, 2017-2025 (KILOTON)

TABLE 59. NORTH AMERICA SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)

TABLE 60. NORTH AMERICA SURFACTANTS MARKET, BY TYPE, 2017-2025 (KILOTON)

TABLE 61. NORTH AMERICA SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (\$MILLION)

TABLE 62. NORTH AMERICA SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (KILOTON)

TABLE 63. NORTH AMERICA SURFACTANTS MARKET, BY COUNTRY, 2017-2025 (\$MILLION)

TABLE 64. NORTH AMERICA SURFACTANTS MARKET, BY COUNTRY, 2017-2025 (KILOTON)

TABLE 65. U.S. SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)

TABLE 66. U.S. SURFACTANTS MARKET, BY TYPE, 2017-2025 (KILOTON)
TABLE 67. U.S. SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (\$MILLION)
TABLE 68. U.S. SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (KILOTON)
TABLE 69. CANADA SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)
TABLE 70. CANADA SURFACTANTS MARKET, BY TYPE, 2017-2025 (KILOTON)
TABLE 71. CANADA SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (\$MILLION)
TABLE 72. CANADA SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (KILOTON)
TABLE 73. MEXICO SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)
TABLE 74. MEXICO SURFACTANTS MARKET, BY TYPE, 2017-2025 (KILOTON)
TABLE 75. MEXICO SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (\$MILLION)
TABLE 76. MEXICO SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (KILOTON)
TABLE 77. EUROPE SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)
TABLE 78. EUROPE SURFACTANTS MARKET, BY TYPE, 2017-2025 (KILOTON)
TABLE 79. EUROPE SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (\$MILLION)
TABLE 80. EUROPE SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (KILOTON)
TABLE 81. EUROPE SURFACTANTS MARKET, BY COUNTRY, 2017-2025 (\$MILLION)
TABLE 82. EUROPE SURFACTANTS MARKET, BY COUNTRY, 2017-2025 (KILOTON)
TABLE 83. GERMANY SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)
TABLE 84. GERMANY SURFACTANTS MARKET, BY REGION, 2017-2025 (KILOTON)
TABLE 85. GERMANY SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (\$MILLION)
TABLE 86. GERMANY SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (KILOTON)
TABLE 87. FRANCE SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)
TABLE 88. FRANCE SURFACTANTS MARKET, BY REGION, 2017-2025 (KILOTON)
TABLE 89. FRANCE SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (\$MILLION)
TABLE 90. FRANCE SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (KILOTON)
TABLE 91. UK SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)

TABLE 92. UK SURFACTANTS MARKET, BY REGION, 2017-2025 (KILO TON)
TABLE 93. UK SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (\$MILLION)
TABLE 94. UK SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (KILO TON)
TABLE 95. ITALY SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)
TABLE 96. ITALY SURFACTANTS MARKET, BY REGION, 2017-2025 (KILO TON)
TABLE 97. ITALY SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (\$MILLION)
TABLE 98. ITALY SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (KILO TON)
TABLE 99. SPAIN SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)
TABLE 100. SPAIN SURFACTANTS MARKET, BY REGION, 2017-2025 (KILO TON)
TABLE 101. SPAIN SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (\$MILLION)
TABLE 102. SPAIN SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (KILO TON)
TABLE 103. REST OF EUROPE SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)
TABLE 104. REST OF EUROPE SURFACTANTS MARKET, BY REGION, 2017-2025 (KILO TON)
TABLE 105. REST OF EUROPE SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (\$MILLION)
TABLE 106. REST OF EUROPE SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (KILO TON)
TABLE 107. ASIA-PACIFIC SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)
TABLE 108. ASIA-PACIFIC SURFACTANTS MARKET, BY REGION, 2017-2025 (KILOTON)
TABLE 109. ASIA-PACIFIC SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (\$MILLION)
TABLE 110. ASIA-PACIFIC SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (KILOTON)
TABLE 111. ASIA-PACIFIC SURFACTANTS MARKET, BY COUNTRY, 2017-2025 (\$MILLION)
TABLE 112. ASIA-PACIFIC SURFACTANTS MARKET, BY COUNTRY, 2017-2025 (KILOTON)
TABLE 113. JAPAN SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)
TABLE 114. JAPAN SURFACTANTS MARKET, BY REGION, 2017-2025 (KILOTON)
TABLE 115. JAPAN SURFACTANTS MARKET, BY APPLICATION, 2017-2025 (\$MILLION)

TABLE 116. JAPAN SURFACTANTS MARKET, BY APPLICATION, 2017-2025  
(KILOTON)

TABLE 117. CHINA SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)

TABLE 118. CHINA SURFACTANTS MARKET, BY REGION, 2017-2025 (KILO TON)

TABLE 119. CHINA SURFACTANTS MARKET, BY APPLICATION, 2017-2025  
(\$MILLION)

TABLE 120. CHINA SURFACTANTS MARKET, BY APPLICATION, 2017-2025  
(KILOTON)

TABLE 121. INDIA SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)

TABLE 122. INDIA SURFACTANTS MARKET, BY REGION, 2017-2025 (KILO TON)

TABLE 123. INDIA SURFACTANTS MARKET, BY APPLICATION, 2017-2025  
(\$MILLION)

TABLE 124. INDIA SURFACTANTS MARKET, BY APPLICATION, 2017-2025  
(KILOTON)

TABLE 125. AUSTRALIA SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)

TABLE 126. AUSTRALIA SURFACTANTS MARKET, BY REGION, 2017-2025 (KILO  
TON)

TABLE 127. AUSTRALIA SURFACTANTS MARKET, BY APPLICATION, 2017-2025  
(\$MILLION)

TABLE 128. AUSTRALIA SURFACTANTS MARKET, BY APPLICATION, 2017-2025  
(KILOTON)

TABLE 129. SOUTH KOREA SURFACTANTS MARKET, BY TYPE, 2017-2025  
(\$MILLION)

TABLE 130. SOUTH KOREA SURFACTANTS MARKET, BY REGION, 2017-2025  
(KILO TON)

TABLE 131. SOUTH KOREA SURFACTANTS MARKET, BY APPLICATION,  
2017-2025 (\$MILLION)

TABLE 132. SOUTH KOREA SURFACTANTS MARKET, BY APPLICATION,  
2017-2025 (KILOTON)

TABLE 133. REST OF ASIA-PACIFIC SURFACTANTS MARKET, BY TYPE,  
2017-2025 (\$MILLION)

TABLE 134. REST OF ASIA-PACIFIC SURFACTANTS MARKET, BY REGION,  
2017-2025 (KILOTON)

TABLE 135. REST OF ASIA-PACIFIC SURFACTANTS MARKET, BY APPLICATION,  
2017-2025 (\$MILLION)

TABLE 136. REST OF ASIA-PACIFIC SURFACTANTS MARKET, BY APPLICATION,  
2017-2025 (KILOTON)

TABLE 137. LAMEA SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)

TABLE 138. LAMEA SURFACTANTS MARKET, BY TYPE, 2017-2025 (KILOTON)



TABLE 139. LAMEA SURFACTANTS MARKET, BY APPLICATION, 2017-2025  
(\$MILLION)

TABLE 140. LAMEA SURFACTANTS MARKET, BY APPLICATION, 2017-2025  
(KILOTON)

TABLE 141. LAMEA SURFACTANTS MARKET, BY COUNTRY, 2017-2025  
(\$MILLION)

TABLE 142. LAMEA SURFACTANTS MARKET, BY COUNTRY, 2017-2025 (KILOTON)

TABLE 143. BRAZIL SURFACTANTS MARKET, BY TYPE, 2017-2025 (\$MILLION)

TABLE 144. BRAZIL SURFACTANTS MARKET, BY REGION, 2017-2025 (KILOTON)

TABLE 145. BRAZIL SURFACTANTS MARKET, BY APPLICATION, 2017-2025  
(\$MILLION)

TABLE 146. BRAZIL SURFACTANTS MARKET, BY APPLICATION, 2017-2025  
(KILOTON)

TABLE 147. SAUDI ARABIA SURFACTANTS MARKET, BY TYPE, 2017-2025  
(\$MILLION)

TABLE 148. SAUDI ARABIA SURFACTANTS MARKET, BY REGION, 2017-2025  
(KILOTON)

TABLE 149. SAUDI ARABIA SURFACTANTS MARKET, BY APPLICATION, 2017-2025  
(\$MILLION)

TABLE 150. SAUDI ARABIA SURFACTANTS MARKET, BY APPLICATION, 2017-2025  
(KILOTON)

TABLE 151. SOUTH AFRICA SURFACTANTS MARKET, BY TYPE, 2017-2025  
(\$MILLION)

TABLE 152. SOUTH AFRICA SURFACTANTS MARKET, BY TYPE, 2017-2025  
(KILOTON)

TABLE 153. SOUTH AFRICA SURFACTANTS MARKET, BY APPLICATION,  
2017-2025 (\$MILLION)

TABLE 154. SOUTH AFRICA SURFACTANTS MARKET, BY APPLICATION,  
2017-2025 (KILOTON)

TABLE 155. REST OF LAMEA SURFACTANTS MARKET, BY TYPE, 2017-2025  
(\$MILLION)

TABLE 156. REST OF LAMEA SURFACTANTS MARKET, BY REGION, 2017-2025  
(KILOTON)

TABLE 157. REST OF LAMEA SURFACTANTS MARKET, BY APPLICATION,  
2017-2025 (\$MILLION)

TABLE 158. REST OF LAMEA SURFACTANTS MARKET, BY APPLICATION,  
2017-2025 (KILOTON)

TABLE 159. BASF SE: COMPANY SNAPSHOT

TABLE 160. BASF SE: OPERATING SEGMENTS

TABLE 161. BASF SE: PRODUCT PORTFOLIO
TABLE 162. BASF SE: KEY STRATEGIC MOVES AND DEVELOPMENTS
TABLE 163. DOW: COMPANY SNAPSHOT
TABLE 164. DOW: OPERATING SEGMENTS
TABLE 165. DOW: PRODUCT PORTFOLIO
TABLE 166. STEPAN COMPANY: COMPANY SNAPSHOT
TABLE 167. STEPAN COMPANY: OPERATING SEGMENTS
TABLE 168. STEPAN COMPANY: PRODUCT PORTFOLIO
TABLE 169. STEPAN COMPANY: KEY STRATEGIC MOVES AND DEVELOPMENTS
TABLE 170. EVONIK INDUSTRIES AG: COMPANY SNAPSHOT
TABLE 171. EVONIK INDUSTRIES AG: OPERATING SEGMENTS
TABLE 172. EVONIK INDUSTRIES AG: PRODUCT PORTFOLIO
TABLE 173. EVONIK INDUSTRIES AG: KEY STRATEGIC MOVES AND DEVELOPMENTS
TABLE 174. KAO CORPORATION: COMPANY SNAPSHOT
TABLE 175. KAO CORPORATION: OPERATING SEGMENTS
TABLE 176. KAO CORPORATION: PRODUCT PORTFOLIO
TABLE 177. KAO CORPORATION: KEY STRATEGIC MOVES AND DEVELOPMENTS
TABLE 178. PROCTER & GAMBLE: COMPANY SNAPSHOT
TABLE 179. PROCTER & GAMBLE: OPERATING SEGMENTS
TABLE 180. PROCTER & GAMBLE: PRODUCT PORTFOLIO
TABLE 181. CLARIANT: COMPANY SNAPSHOT
TABLE 182. CLARIANT: OPERATING SEGMENTS
TABLE 183. CLARIANT: PRODUCT PORTFOLIO
TABLE 184. CLARIANT: KEY STRATEGIC MOVES AND DEVELOPMENTS
TABLE 185. LION SPECIALTY CHEMICALS CO., LTD.: COMPANY SNAPSHOT
TABLE 186. LION SPECIALTY CHEMICALS CO., LTD.: OPERATING SEGMENTS
TABLE 187. LION SPECIALTY CHEMICALS CO., LTD.: PRODUCT PORTFOLIO
TABLE 188. SOLVAY: COMPANY SNAPSHOT
TABLE 189. SOLVAY: OPERATING SEGMENTS
TABLE 190. SOLVAY: PRODUCT PORTFOLIO
TABLE 191. SOLVAY: KEY STRATEGIC MOVES AND DEVELOPMENTS
TABLE 192. HUNTSMAN CORPORATION: COMPANY SNAPSHOT
TABLE 193. HUNTSMAN CORPORATION: OPERATING SEGMENTS
TABLE 194. HUNTSMAN CORPORATION: PRODUCT PORTFOLIO



## List Of Figures

### LIST OF FIGURES

- FIGURE 01. GLOBAL SURFACTANTS MARKET SEGMENTATION
- FIGURE 02. TOP INVESTMENT POCKETS
- FIGURE 03. TOP WINNING STRATEGIES, BY YEAR, 2014-2018
- FIGURE 04. TOP WINNING STRATEGIES, BY DEVELOPMENT, 2014-2018 (%)
- FIGURE 05. TOP WINNING STRATEGIES, BY COMPANY, 2014-2018
- FIGURE 06. TOP PLAYER POSITIONING, 2017
- FIGURE 07. LOW BARGAINING POWER OF SUPPLIERS
- FIGURE 08. HIGH BARGAINING POWER OF BUYERS
- FIGURE 09. LOW THREAT OF NEW ENTRANTS
- FIGURE 10. MODERATE THREAT OF SUBSTITUTES
- FIGURE 11. MODERATE COMPETITIVE RIVALRY
- FIGURE 12. GLOBAL SURFACTANTS MARKET, BY TYPE, 2017
- FIGURE 13. GLOBAL CATIONIC SURFACTANTS MARKET SHARE, BY COUNTRY, 2018
- FIGURE 14. GLOBAL ANIONIC SURFACTANTS MARKET SHARE, BY COUNTRY, 2018
- FIGURE 15. GLOBAL NONIONIC SURFACTANTS MARKET SHARE, BY COUNTRY, 2018
- FIGURE 16. GLOBAL AMPHOTERIC SURFACTANTS MARKET SIZE, 2018
- FIGURE 17. GLOBAL OTHER SURFACTANTS MARKET SHARE, BY COUNTRY, 2018
- FIGURE 18. GLOBAL SURFACTANTS MARKET, BY APPLICATION, 2017
- FIGURE 19. GLOBAL SURFACTANTS FOR HOUSEHOLD DETERGENTS MARKET SHARE, BY COUNTRY 2018
- FIGURE 20. GLOBAL SURFACTANTS FOR PERSONAL CARE MARKET SHARE, BY COUNTRY 2018
- FIGURE 21. GLOBAL SURFACTANTS FOR INDUSTRIAL & INSTITUTIONAL CLEANERS MARKET SIZE, BY COUNTRY, 2018
- FIGURE 22. GLOBAL SURFACTANTS FOR FOOD PROCESSING MARKET SIZE, BY COUNTRY 2018
- FIGURE 23. GLOBAL SURFACTANTS FOR OILFIELD CHEMICALS MARKET SIZE, BY COUNTRY 2018
- FIGURE 24. GLOBAL SURFACTANTS FOR AGRICULTURAL CHEMICALS MARKET SIZE, BY COUNTRY 2018
- FIGURE 25. GLOBAL SURFACTANTS FOR TEXTILES MARKET SHARE, BY

COUNTRY 2018

FIGURE 26. GLOBAL SURFACTANTS FOR PLASTICS MARKET SHARE, BY COUNTRY 2018

FIGURE 27. GLOBAL SURFACTANTS FOR PAINTS & COATINGS MARKET SHARE, BY COUNTRY, 2018

FIGURE 28. GLOBAL SURFACTANTS FOR ADHESIVES MARKET SHARE, BY COUNTRY 2018

FIGURE 29. GLOBAL SURFACTANTS FOR OTHER APPLICATIONS MARKET SHARE, BY COUNTRY 2018

FIGURE 30. SURFACTANTS MARKET, BY REGION, 2017-2025

FIGURE 31. BASF SE: REVENUE, 2015-2017 (\$MILLION)

FIGURE 32. BASF SE: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 33. BASF SE: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 34. DOW: REVENUE, 2015-2017 (\$MILLION)

FIGURE 35. DOW: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 36. DOW: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 37. STEPAN COMPANY: REVENUE, 2015-2017 (\$MILLION)

FIGURE 38. STEPAN COMPANY: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 39. STEPAN COMPANY: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 40. EVONIK INDUSTRIES AG: REVENUE, 2015-2017 (\$MILLION)

FIGURE 41. EVONIK INDUSTRIES AG: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 42. KAO CORPORATION: REVENUE, 2014-2016 (\$MILLION)

FIGURE 43. KAO CORPORATION: REVENUE SHARE BY SEGMENT, 2016 (%)

FIGURE 44. PROCTER & GAMBLE: REVENUE, 2015-2017 (\$MILLION)

FIGURE 45. PROCTER & GAMBLE: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 46. PROCTER & GAMBLE: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 47. CLARIANT: REVENUE, 2015-2017 (\$MILLION)

FIGURE 48. CLARIANT: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 49. CLARIANT: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 50. LION SPECIALTY CHEMICALS CO., LTD.: REVENUE, 2015-2017 (\$MILLION)

FIGURE 51. LION SPECIALTY CHEMICALS CO., LTD.: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 52. LION SPECIALTY CHEMICALS CO., LTD.: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 53. SOLVAY: REVENUE, 2015-2017 (\$MILLION)

FIGURE 54. SOLVAY: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 55. SOLVAY: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 56. HUNTSMAN CORPORATION: REVENUE, 2015-2017 (\$MILLION)

FIGURE 57. HUNTSMAN CORPORATION: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 58. HUNTSMAN CORPORATION: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

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