

Global Optical Brighteners Market Size study, by Application (Paper, Detergents & Soaps, Fabrics, Synthetics & Plastics and Others), by End-use (Consumer Product, Security & Safety, Textiles & Apparel, Packaging and Others), and Regional Forecasts 2021-2027

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Abstracts

Global Optical Brighteners Market is valued approximately at USD XX Million in 2020 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2021-2027. Optical brighteners are chemicals that are added to plastics, papers, detergents, and textiles for improved reflectance of blue light. These brighteners are heat resistant, has chemical stability, low volatility, and high solubility in organic solvents. Rising paper production, growing textile and apparel industry and increasing demand for biodegradable brighteners are fueling the demand in the market. According to Statista, the production value of paper industry in Italy was USD 5025 million in 2020, which is expected to reach 6497 million by 2022. Also, according to India Brand Equity Foundation, Indian textile and apparel industry reached USD 250 billion in 2019 from USD 150 billion in 2017. Furthermore, growth in laundry and cleaning sector and strategic initiatives by market players to cater the rising demand are expected to create lucrative demand for optical brighteners in the coming years. However, health hazards associated with optical brighteners and limited application may act as a restraining factor for the market in near future.

Europe is the leading region among Asia Pacific, North America, Europe, Latin America, and Rest of the World, due to growing demand from soaps and detergent sector. Whereas, Asia Pacific is expected to grow with the highest growth rate during forecast period, owing to rapid industrialization and expanding paper and textile industries in

developing economies such as India and China.

Major market player included in this report are:

BASF SE

Huntsman Corporation

Archroma

Keystone Aniline Corporation

3V Incorporation

Clariant AG

Aron Universal Ltd

Republic Powered Metals (RPM)

Deepak Nitrite Limited

Teh Fong Min International CO.LTD.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Application:

Paper

Detergents & Soaps

Fabrics

Synthetics & Plastics

Others

By End-use:

Consumer Product

Security & Safety

Textiles & Apparel

Packaging

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Optical Brighteners Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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