

Global Sizing Agents Market Size Study & Forecast, by Application, Raw Material, Form, End-Use Industry, Technology, and Regional Forecasts 2025-2035

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Abstracts

The Global Sizing Agents Market is valued at approximately USD 3.16 billion in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 4.10% over the forecast period from 2025 to 2035. As the demand for superior surface properties, enhanced fiber adhesion, and improved structural strength across industrial and consumer materials intensifies, sizing agents have emerged as indispensable additives in multiple processing environments. These agents, widely used in textiles, paper manufacturing, packaging, and construction composites, function by modifying the surface characteristics of substrates—imparting hydrophobicity, reducing porosity, or increasing bonding between fiber and matrix. Rising global production of textiles and paper-based packaging, combined with advancements in polymeric chemistry, is enabling manufacturers to fine-tune product properties with precision, thus expanding the application breadth of sizing agents.

Fueled by rapid industrialization and sustainability concerns, manufacturers are transitioning towards bio-based and low-VOC (volatile organic compound) sizing materials to align with stringent environmental standards. The surge in demand for lightweight automotive and construction materials has further intensified the use of advanced sizing technologies such as nano-sizing and microencapsulation, enabling controlled release, increased material efficiency, and minimized waste. Furthermore, the textile sector—driven by fashion, sportswear, and technical fabrics—has become a key catalyst in the evolution of starch-based and polyvinyl alcohol sizing compounds, owing to their washability, recyclability, and functional customization. Technological strides in papermaking processes and wet-end chemistry are also pushing the market toward smart formulation developments that enhance water resistance, printability, and tensile strength.

From a regional standpoint, North America captured a significant share of the market in 2024, benefiting from strong paper and packaging production, a mature textile industry, and substantial R&D investments in sustainable chemical processes. Europe follows closely, driven by strict EU REACH compliance and a rising push for biodegradable materials in packaging and garment production. Meanwhile, the Asia Pacific region is poised to witness the fastest growth through 2035, attributed to the booming manufacturing landscape in India, China, and Southeast Asian countries. These nations are not only expanding their textile and apparel export capacity but are also witnessing increasing domestic demand for printed paper, automotive interiors, and coated packaging, thus prompting greater uptake of sizing solutions across industries.

Major market player included in this report are:

BASF SE

Croda International Plc.

Dow Chemical Company

Solvay S.A.

Kemira Oyj

Huntsman Corporation

CP Kelco U.S., Inc.

SE Tylose GmbH & Co. KG

Archroma Management LLC

Avebe U.A.

Ashland Global Holdings Inc.

Aries Chemical, Inc.

Wacker Chemie AG

Lotte Fine Chemical

AkzoNobel N.V.

Global Sizing Agents Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players.

The detailed segments and sub-segments of the market are explained below:

By Application:

Warp Sizing

Wet Processing

Textile Printing

Carpet Manufacturing

Coating and Laminating

Papermaking

Others

By Raw Material:

Starch

Cellulose

Polyvinyl Alcohol

Acrylic Copolymers

Urea-Formaldehyde Resin

Others

By Form:

Liquid

Powder

Paste

Granules

By End-Use Industry:

Textiles

Paper

Packaging

Automotive

Construction

Others

By Technology:

Conventional Sizing

Advanced Sizing Techniques

Nano-sizing

Micro-encapsulation

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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