

# Global Anionic Surfactants Market Outlook to 2027

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## Abstracts

An anionic surfactant is a type of surfactant that carries a negative charge on its hydrophilic end. Negatively charged anions are formed when these surfactants are combined with water. According to BlueQuark Research & Consulting, the global Anionic Surfactants market is expected to witness a significant growth rate during the forecasted period. Factors like the increasing use of Anionic Surfactants in the soap & detergent industry are added to remove dirt from clothes, and household articles, particularly in kitchens and bathrooms, are expected to drive the global market.

Further, in the lubricant industry, Anionic Surfactants are an essential molecule to decide the lubricating characteristics in aqueous lubrication projected to drive the global market. Furthermore, in the agriculture industry, Anionic Surfactants are primarily employed in water-based herbicide spray solutions to enhance the emulsifying, dispersing, spreading, wetting, and other surface-modifying capabilities of liquids are expected to drive market growth. However, they can cause severe environmental pollution with a toxic effect on living organisms. They promote the decomposition or removal of other inorganic and organic pollutants from the environment, which is expected to hinder the global market growth.

Anionic Surfactants are used in the manufacture of soaps and detergents. An anionic surfactant has an oleic hydrocarbon chain in lubrication, and many ethoxy groups can improve lubricity and tool protection. In agriculture, anionic surfactants are usually incorporated in herbicide treatment solutions to increase spray droplet retention on plant leaves and active ingredient penetration. It is used as leveling, dispersing, and wetting agent in the dyeing process. It is also used in shampoos and cosmetics, having strong cleansing effects. The oil & gas industry reduces the interfacial tension between oil and water, and it is used as a foaming and wetting agent in the baking industry.

The Soap & Detergent Industry is the most vital consumer of Anionic Surfactants and is

projected to drive the Global Market. Anionic surfactants are commonly employed in soaps and detergents because they may target a wide range of soil particles, making the Global Market for Anionic Surfactants bound to rise. The research shows that American home cleaning and laundry products sales are about 20% higher than pre-pandemic levels. At the pandemic's beginning, sales surged to USD 972 million per week in March 2020. When anionic surfactants are combined, they produce a lot of foam. Anionic surfactants are excellent at lifting and suspending particle soils, the demand for the industry shoots, thus driving the Global Anionic Surfactants Industry. Therefore the mentioned use of Anionic Surfactants in the Soap & Detergent Industry is expected to grow and drive the overall market in the future.

The Asia-Pacific region is expected to be the leader in producing and consuming Anionic Surfactants, with most consumption in countries like China and India. With the growing population, the demand for Anionic Surfactants in the soap & detergent industry has increased. Anionic surfactants can be non-foaming and low foaming, making them suitable for low-foaming detergents, thus driving the global Anionic Surfactants market. The demand for Anionic Surfactants is increasing in lubrication. The stability of oil droplets in the continuous water phase in metalworking fluids is facilitated by the repulsive force exerted by surfactants at the oil-water interface, which drives the need for Anionic Surfactants in the Global Market. The demand for anionic surfactants is rising due to the high adoption of precision farming, and protected agriculture is expected to drive the demand for Anionic Surfactants in the market.

In the textile industry, Anionic Surfactants support the uniform dispersion of dyes in the dyeing media and proper penetration of dyeing solution into the fiber matrix, driving the global Anionic Surfactants market. In the personal care industry, Anionic Surfactants are good at removing oil and dirt from the skin's surface, pushing the Anionic Surfactants market. In the oil & gas industry, it promotes emulsification that reduces the solubility of oil and water and reduces the viscosity of crude oil, driving the Anionic Surfactants markets. In the food industry, anionic surfactant dough during proofing and baking, texture improvers, and shelf life extenders drive the Anionic Surfactants in the global market. The mentioned factors have made the Asia-Pacific an essential region for growth in the Anionic Surfactants Market.

Some of the market's key players are Nouryon, Akzo Nobel N.V., BASF SE, Clariant International Ltd, DowDuPont, among others.

In January 2022, Evonik is investing a three-digit million-euro sum to developing a new bio-based and entirely biodegradable rhamnolipids manufacturing facility. Rhamnolipids

are biosurfactants used in shower gels and detergents as active components. Ecologically friendly surfactants are in high demand all around the world.

In January 2021, Rice University scientists discovered a method for extracting the most significant number of high-quality 2D hexagonal boron nitride nanosheets from their natural bulk form by treating them with surfactant (called soap) and water. The surfactant envelops and stabilizes the microscopic flakes, preserving their qualities.

In August 2019, Nouryon's surfactants factory in Stenungsund, Sweden, increased its capacity to support the expansion of numerous established products and new sustainable technologies for sectors such as oil and gas and lubricants and fuels, and asphalt.

The Global Anionic Surfactants Market report provides deep insight into the Industrial market's current and future state across various regions. The study comprehensively analyses the Anionic Surfactants market by segmenting based on the By Product (Ammonium Lauryl Sulfate, Sodium Laureth Sulfate, Sodium Lauryl Sarcosinate, Sodium Myreth Sulfate, Sodium Pareth Sulfate, Sodium Lauryl Sulfate, Ammonium Laureth Sulfate, Others), By Application (Soap & Detergent, Lubricant, Agriculture, Textile, Personal Care, Oil & Gas, Food, Others), and Geography (Asia-Pacific, North America, Europe, South America, and Middle-East and Africa). The report examines the market drivers and restraints and the impact of Covid-19 on the market growth in detail. The study covers and includes emerging market trends, developments, opportunities, and challenges in the industry. This report also covers extensively researched competitive landscape sections with prominent companies and profiles, including their market shares and projects.

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