

Global Non-ionic Surfactant Market Outlook to 2027

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Abstracts

Surfactants with non-electrically charged polar head groups are known as non-ionic surfactants. They usually rely on a functional group that can deprotonate to a limited extent. These non-ionic surfactants are not ionized in water and contain both hydrophilic groups. According to BlueQuark Research & Consulting, the global Non-ionic Surfactant market is expected to witness a significant growth rate during the forecasted period. Factors like the increasing use of Non-ionic Surfactants in the soap & detergent industry, non-ionic surfactants are superior to anionic surfactants at emulsifying oils, and removing organic soils, are expected to drive the global market. Further, in the personal care industry, non-ionic surfactants are made up of uncharged hydrophilic and hydrophobic groups that help with wetting, spreading, emulsification, and foaming are projected to drive the global market. Furthermore, in the agrochemical industry, the efficiency of pesticides is increased by surfactants are expected to drive market growth. However, surfactants are the central element in modern-day detergents, and long-term use can cause irritation and harm the skin. The chemicals used are highly toxic to humans and the environment, particularly aquatic ecosystems, and are expected to hinder the global market growth.

Non-ionic Surfactant is used in the soap & detergent industry, used as a grease remover in detergents, household cleaners, and dish soap. In the personal care industry, non-ionic surfactants, the most commonly used, are alkyl sulfates, the primary ingredient used in cleansing products such as face wash, body wash, etc. In the agrochemical industry, non-ionic surfactants are used to increase the foliar uptake is particularly useful for herbicides as less active compounds are needed, decreasing cost and pollution. Food surfactants are materials used to prepare food products such as emulsions, suspensions, and gels. It is also used in lubrication and the textile industry.

The Soap & Detergent Industry is the most vital consumer of Non-ionic Surfactants and is projected to drive the Global Market. Non-ionic surfactants are neutral, and they do

not have any charge on their hydrophilic end. They are used to create dual-action, multi-purpose cleaners that can lift and suspend particulate soils and emulsify oil soils, making the Global Market for Non-ionic surfactants is 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. Non-ionic surfactants do not contain dissociable functional groups, which means they do not separate into ions in water. Non-ionic surfactants are commonly employed as fat solvents in household cleaners and dishwashing detergents, the demand for the industry shoots, thus driving the Global Non-ionic Surfactant Industry. Therefore the mentioned use of Non-ionic 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 Non-ionic Surfactants, with most of the consumption in countries like China and India. Surfactant consumption is more significant in China, Southeast Asia, India, and Pakistan is estimated to have been over 3.5 million tons. With the growing population, the demand for soap & detergent is rising. Non-ionic surfactants have antibacterial properties, low toxicity, excellent resistance to hard water, thus driving the global Non-ionic Surfactant market. The demand for Non-ionic Surfactants is increasing in the personal care industry, non-ionic surfactants are milder than anionic surfactants, which is a common choice to use in both baby products and cleansers geared towards sensitive skin, which is driving the need for Non-ionic Surfactant in the Global Market. In the agrochemical industry, it is used in farming as they do not harm plants, remain stable, and helps in breaking water surface tension is expected to drive the demand for Non-ionic Surfactant in the market. In the food industry, surfactants are used as foaming and wetting agents, emulsifiers that strengthen dough during proofing and baking, stabilizers of cake batter, texture improvers, and shelf life extenders, driving the global Non-ionic Surfactant market. When combined with anionic surfactants in the textile industry, non-ionic surfactants provide resistance to hard water in textile detergents, driving the Non-ionic Surfactant market. The mentioned factors have made the Asia-Pacific an essential region for growth in the Non-ionic Surfactant Market.

Some of the market's key players are BASF SE, Dow Chemical Company, 3M Company, Helmag AG, Nouryon, among others.

In September 2021, BASF will increase prices for non-ionic surfactants such as Lutensol, Plurafac, Pluronic, Pluriol, Glucocon, Dehypon, Emulan, Degressal, and Dehydol in Europe, the Middle East, and Africa by up to 170 euros per metric ton.

Global Non-ionic Surfactant Market report provides deep insight into the Industrial market's current and future state across various regions. The study comprehensively analyses the Non-ionic Surfactant market by segmenting based on the By Types (Polyglycerol Alkyl Ethers, Glucosyl Dialkyl Ethers, Crownethers, Ester-linked Surfactants, Polyoxyethylene Alkyl Ethers, Polysorbates, Sorbitan Esters, Others), By Component (Fatty Alcohol Ethoxylate, Alkyl Phenol Ethoxylate, Fatty Acid Alkoxylate, Others), By Application (Soap & Detergent, Personal Care, Agrochemical, Food, Textile, 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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