

Global Sodium Lauryl Sulfate (SLS) Market Outlook to 2027

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Abstracts

Sodium Lauryl Sulfate or SLS or Sodium dodecyl sulfate or SDS is an organosulfur and a salt that combines to be a highly effective anionic surfactant found in high concentrations in industrial and various consumer products. According to BlueQuark Research & Consulting, the global Sodium Lauryl Sulfate market is expected to witness a significant growth rate during the forecasted period. Factors like the enhanced use of Sodium Lauryl Sulfate in the Personal Care Goods industry as a cleansing, foaming, and a sterilizing agent is expected to drive the Global SLS market. Further, the use of Sodium Lauryl Sulfate in the production of laundry detergents is projected to drive the Global SLS market. Furthermore, the use of Sodium Lauryl Sulfate in the healthcare sector during lysis for DNA extraction and analysis of hemoglobin is expected to drive the Global SLS market. Usage of SLS in the biocide and pesticide industry owing to its ability to inhibit possible protection against various enveloped and non-enveloped viruses is projected to drive the Global SLS market. However, factors like health effects associated with Sodium Lauryl Sulfate like skin irritation, eye inflammation, ulcers, a decrease in the effectiveness of fluoride found in toothpaste, and stringent government regulations, are expected to hinder the future market growth of SLS.

Sodium Lauryl Sulfate is used as a skin hydrating, cleansing, and nourishing agent and for the production of shampoos, kinds of toothpaste, shaving creams, body washes, conditioners, creams, lotions, detergents, laundry products, and other items, including personal care goods, industrial and cleansing materials.

The Personal Care Goods Industry is the most vital consumer of Sodium Lauryl Sulfate products and is projected to drive the global market. Being a Surfactant, Sodium Lauryl Sulfate lowers the surface tension between ingredients, which is why it is used as an excellent foaming and cleansing agent in various personal goods like liquid soap,

shampoos, laundry detergents, dish detergents, toothpaste, etc. Rising awareness about personal hygiene, grooming, and cleanliness, and growing research and development work to manufacture customer demand specific products and increasing focus to manufacture men's grooming products such as shampoos, body washes, shaving creams, etc. are expected to drive the Global Demand of SLS. The Procter & Gamble Company posted fiscal 2021 USD 76.1 Billion, a 7 percent year-on-year increase in net sales, showing the industry's growth despite the pandemic. Additionally, it is a highly efficient surfactant used in any task requiring the removal of oily stains and residues. For applications in detergents and cleaners, the SLS compound is found in a very high concentration compared to other substitutes. Some of the detergents where SLS is used include floor cleaners, cloth detergents, and car wash soaps. Thus all the above factors have made the Personal Care industry a vital segment for the Global market of Sodium Lauryl Sulfate.

Some of the market's key players are Solvay, The Dow Chemical Company, Evonik Industries AG, Huntsman Corporation, Lion Specialty Chemicals Co., Ltd, Galaxy Surfactants Ltd., among others.

Asia Pacific region is on its way to becoming the global leader in the production and consumption of Sodium Lauryl Sulfate, with most of the consumption in populated countries like China and India. The demand for the personal care goods industry is mainly driven by the growth in urbanization, and continuous ascend in online spending on beauty products, the increasing width of social networks, and increased consumer interest in buying new and premium products. SLS has a high consumption pattern in various household detergents & cleaners, including all-purpose cleaners, floor cleaners, toilet cleaners, kitchen cleaners, glass cleaners, carpet cleaners, upholstery cleaners, stain removers, hard surface cleaners, etc. With cleanliness and hygiene becoming a day-to-day concern in many households, the consumption of surfactants of various forms will witness a steady increase in the Asia Pacific. The use of Sodium Lauryl Sulfate in the healthcare industry for DNA extraction and the subsequent analysis of the blood is projected to drive the demand in the region. The use of SLS as a grease and oil stain remover in industrial operations is expected to drive the market for the chemical in the Asia Pacific region. Thus, factors like these have made the Asia Pacific a vital area for the growth of Sodium Lauryl Sulfate.

In January 2019, Unilever PLC acquired The Laundress, a premium eco-friendly line of detergent, fabric care, and home cleaning products, for USD 100 Million.

Global Sodium Lauryl Sulfate Market report provides deep insight into the Industrial

market's current and future state across various regions. The study comprehensively analyses the Sodium Lauryl Sulfate market by segmenting based on the Type (SLS Needle, SLS Powder, SLS Liquid), Application (Personal Care Products, Detergents and Cleaners, Industrial Cleaners, 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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