

# Global Substrate Wetting Additives Market Research Report 2026(Status and Outlook)

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## Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Substrate Wetting Additives competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. Substrate wetting additives are surfactants used to improve the wetting and spreading behavior of coatings, inks, or adhesives on various substrates. They reduce surface tension and prevent issues like cratering, pinholes, or poor leveling.

The global Substrate Wetting Additives market size was estimated at USD 562.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 5.60% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Substrate Wetting Additives market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Substrate Wetting Additives market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This

enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Substrate Wetting Additives market.

### **Global Substrate Wetting Additives Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

#### **Key Company**

Evonik  
BYK-Chemie (Altana Group)  
Siltech Corporation  
BASF  
Elementis  
Ashland  
Momentive  
Shin-Etsu Chemical  
Dow  
Wacker Chemie AG

#### **Market Segmentation (by Type)**

Waterborne Systems  
Solventborne Systems  
Others

## **Market Segmentation (by Application)**

Automotive  
Construction  
Packaging  
Electronics  
Others

## **Geographic Segmentation**

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

## **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study  
Neutral perspective on the market performance  
Recent industry trends and developments  
Competitive landscape & strategies of key players  
Potential & niche segments and regions exhibiting promising growth covered  
Historical, current, and projected market size, in terms of value  
In-depth analysis of the Substrate Wetting Additives Market  
Overview of the regional outlook of the Substrate Wetting Additives Market:

## **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Substrate Wetting Additives Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Substrate Wetting Additives, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### **Customization of the Report**

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## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

1.1 Market Definition and Statistical Scope of Substrate Wetting Additives

1.2 Key Market Segments

1.2.1 Substrate Wetting Additives Segment by Type

1.2.2 Substrate Wetting Additives Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

### **2 SUBSTRATE WETTING ADDITIVES MARKET OVERVIEW**

2.1 Global Market Overview

2.1.1 Global Substrate Wetting Additives Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Substrate Wetting Additives Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

### **3 SUBSTRATE WETTING ADDITIVES MARKET COMPETITIVE LANDSCAPE**

3.1 Company Assessment Quadrant

3.2 Global Substrate Wetting Additives Product Life Cycle

3.3 Global Substrate Wetting Additives Sales by Manufacturers (2020-2025)

3.4 Global Substrate Wetting Additives Revenue Market Share by Manufacturers (2020-2025)

3.5 Substrate Wetting Additives Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Substrate Wetting Additives Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Substrate Wetting Additives Market Competitive Situation and Trends

3.8.1 Substrate Wetting Additives Market Concentration Rate

3.8.2 Global 5 and 10 Largest Substrate Wetting Additives Players Market Share by Revenue

### 3.8.3 Mergers & Acquisitions, Expansion

## **4 SUBSTRATE WETTING ADDITIVES INDUSTRY CHAIN ANALYSIS**

### 4.1 Substrate Wetting Additives Industry Chain Analysis

### 4.2 Market Overview of Key Raw Materials

### 4.3 Midstream Market Analysis

### 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF SUBSTRATE WETTING ADDITIVES MARKET**

### 5.1 Key Development Trends

### 5.2 Driving Factors

### 5.3 Market Challenges

### 5.4 Industry News

#### 5.4.1 New Product Developments

#### 5.4.2 Mergers & Acquisitions

#### 5.4.3 Expansions

#### 5.4.4 Collaboration/Supply Contracts

### 5.5 PEST Analysis

#### 5.5.1 Industry Policies Analysis

#### 5.5.2 Economic Environment Analysis

#### 5.5.3 Social Environment Analysis

#### 5.5.4 Technological Environment Analysis

### 5.6 Global Substrate Wetting Additives Market Porter's Five Forces Analysis

#### 5.6.1 Global Trade Frictions

#### 5.6.2 U.S. Tariff Policy ? April 2025

#### 5.6.3 Global Trade Frictions and Their Impacts to Substrate Wetting Additives Market

### 5.7 ESG Ratings of Leading Companies

## **6 SUBSTRATE WETTING ADDITIVES MARKET SEGMENTATION BY TYPE**

### 6.1 Evaluation Matrix of Segment Market Development Potential (Type)

### 6.2 Global Substrate Wetting Additives Sales Market Share by Type (2020-2025)

### 6.3 Global Substrate Wetting Additives Market Size by Type (2020-2025)

### 6.4 Global Substrate Wetting Additives Price by Type (2020-2025)

## **7 SUBSTRATE WETTING ADDITIVES MARKET SEGMENTATION BY**

## **APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Substrate Wetting Additives Market Sales by Application (2020-2025)
- 7.3 Global Substrate Wetting Additives Market Size (M USD) by Application (2020-2025)
- 7.4 Global Substrate Wetting Additives Sales Growth Rate by Application (2020-2025)

## **8 SUBSTRATE WETTING ADDITIVES MARKET SALES BY REGION**

- 8.1 Global Substrate Wetting Additives Sales by Region
  - 8.1.1 Global Substrate Wetting Additives Sales by Region
  - 8.1.2 Global Substrate Wetting Additives Sales Market Share by Region
- 8.2 Global Substrate Wetting Additives Market Size by Region
  - 8.2.1 Global Substrate Wetting Additives Market Size by Region
  - 8.2.2 Global Substrate Wetting Additives Market Size by Region
- 8.3 North America
  - 8.3.1 North America Substrate Wetting Additives Sales by Country
  - 8.3.2 North America Substrate Wetting Additives Market Size by Country
  - 8.3.3 U.S. Market Overview
  - 8.3.4 Canada Market Overview
  - 8.3.5 Mexico Market Overview
- 8.4 Europe
  - 8.4.1 Europe Substrate Wetting Additives Sales by Country
  - 8.4.2 Europe Substrate Wetting Additives Market Size by Country
  - 8.4.3 Germany Market Overview
  - 8.4.4 France Market Overview
  - 8.4.5 U.K. Market Overview
  - 8.4.6 Italy Market Overview
  - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
  - 8.5.1 Asia Pacific Substrate Wetting Additives Sales by Region
  - 8.5.2 Asia Pacific Substrate Wetting Additives Market Size by Region
  - 8.5.3 China Market Overview
  - 8.5.4 Japan Market Overview
  - 8.5.5 South Korea Market Overview
  - 8.5.6 India Market Overview
  - 8.5.7 Southeast Asia Market Overview
- 8.6 South America

- 8.6.1 South America Substrate Wetting Additives Sales by Country
- 8.6.2 South America Substrate Wetting Additives Market Size by Country
- 8.6.3 Brazil Market Overview
- 8.6.4 Argentina Market Overview
- 8.6.5 Columbia Market Overview
- 8.7 Middle East and Africa
  - 8.7.1 Middle East and Africa Substrate Wetting Additives Sales by Region
  - 8.7.2 Middle East and Africa Substrate Wetting Additives Market Size by Region
  - 8.7.3 Saudi Arabia Market Overview
  - 8.7.4 UAE Market Overview
  - 8.7.5 Egypt Market Overview
  - 8.7.6 Nigeria Market Overview
  - 8.7.7 South Africa Market Overview

## **9 SUBSTRATE WETTING ADDITIVES MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Substrate Wetting Additives by Region(2020-2025)
- 9.2 Global Substrate Wetting Additives Revenue Market Share by Region (2020-2025)
- 9.3 Global Substrate Wetting Additives Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Substrate Wetting Additives Production
  - 9.4.1 North America Substrate Wetting Additives Production Growth Rate (2020-2025)
  - 9.4.2 North America Substrate Wetting Additives Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Substrate Wetting Additives Production
  - 9.5.1 Europe Substrate Wetting Additives Production Growth Rate (2020-2025)
  - 9.5.2 Europe Substrate Wetting Additives Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Substrate Wetting Additives Production (2020-2025)
  - 9.6.1 Japan Substrate Wetting Additives Production Growth Rate (2020-2025)
  - 9.6.2 Japan Substrate Wetting Additives Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Substrate Wetting Additives Production (2020-2025)
  - 9.7.1 China Substrate Wetting Additives Production Growth Rate (2020-2025)
  - 9.7.2 China Substrate Wetting Additives Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

## 10.1 Evonik

10.1.1 Evonik Basic Information

10.1.2 Evonik Substrate Wetting Additives Product Overview

10.1.3 Evonik Substrate Wetting Additives Product Market Performance

10.1.4 Evonik Business Overview

10.1.5 Evonik SWOT Analysis

10.1.6 Evonik Recent Developments

## 10.2 BYK-Chemie (Altana Group)

10.2.1 BYK-Chemie (Altana Group) Basic Information

10.2.2 BYK-Chemie (Altana Group) Substrate Wetting Additives Product Overview

10.2.3 BYK-Chemie (Altana Group) Substrate Wetting Additives Product Market

Performance

10.2.4 BYK-Chemie (Altana Group) Business Overview

10.2.5 BYK-Chemie (Altana Group) SWOT Analysis

10.2.6 BYK-Chemie (Altana Group) Recent Developments

## 10.3 Siltech Corporation

10.3.1 Siltech Corporation Basic Information

10.3.2 Siltech Corporation Substrate Wetting Additives Product Overview

10.3.3 Siltech Corporation Substrate Wetting Additives Product Market Performance

10.3.4 Siltech Corporation Business Overview

10.3.5 Siltech Corporation SWOT Analysis

10.3.6 Siltech Corporation Recent Developments

## 10.4 BASF

10.4.1 BASF Basic Information

10.4.2 BASF Substrate Wetting Additives Product Overview

10.4.3 BASF Substrate Wetting Additives Product Market Performance

10.4.4 BASF Business Overview

10.4.5 BASF Recent Developments

## 10.5 Elementis

10.5.1 Elementis Basic Information

10.5.2 Elementis Substrate Wetting Additives Product Overview

10.5.3 Elementis Substrate Wetting Additives Product Market Performance

10.5.4 Elementis Business Overview

10.5.5 Elementis Recent Developments

## 10.6 Ashland

10.6.1 Ashland Basic Information

10.6.2 Ashland Substrate Wetting Additives Product Overview

10.6.3 Ashland Substrate Wetting Additives Product Market Performance

10.6.4 Ashland Business Overview

- 10.6.5 Ashland Recent Developments
- 10.7 Momentive
  - 10.7.1 Momentive Basic Information
  - 10.7.2 Momentive Substrate Wetting Additives Product Overview
  - 10.7.3 Momentive Substrate Wetting Additives Product Market Performance
  - 10.7.4 Momentive Business Overview
  - 10.7.5 Momentive Recent Developments
- 10.8 Shin-Etsu Chemical
  - 10.8.1 Shin-Etsu Chemical Basic Information
  - 10.8.2 Shin-Etsu Chemical Substrate Wetting Additives Product Overview
  - 10.8.3 Shin-Etsu Chemical Substrate Wetting Additives Product Market Performance
  - 10.8.4 Shin-Etsu Chemical Business Overview
  - 10.8.5 Shin-Etsu Chemical Recent Developments
- 10.9 Dow
  - 10.9.1 Dow Basic Information
  - 10.9.2 Dow Substrate Wetting Additives Product Overview
  - 10.9.3 Dow Substrate Wetting Additives Product Market Performance
  - 10.9.4 Dow Business Overview
  - 10.9.5 Dow Recent Developments
- 10.10 Wacker Chemie AG
  - 10.10.1 Wacker Chemie AG Basic Information
  - 10.10.2 Wacker Chemie AG Substrate Wetting Additives Product Overview
  - 10.10.3 Wacker Chemie AG Substrate Wetting Additives Product Market Performance
  - 10.10.4 Wacker Chemie AG Business Overview
  - 10.10.5 Wacker Chemie AG Recent Developments

## **11 SUBSTRATE WETTING ADDITIVES MARKET FORECAST BY REGION**

- 11.1 Global Substrate Wetting Additives Market Size Forecast
- 11.2 Global Substrate Wetting Additives Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Substrate Wetting Additives Market Size Forecast by Country
  - 11.2.3 Asia Pacific Substrate Wetting Additives Market Size Forecast by Region
  - 11.2.4 South America Substrate Wetting Additives Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Substrate Wetting Additives by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)**

## 12.1 Global Substrate Wetting Additives Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Substrate Wetting Additives by Type (2026-2035)

12.1.2 Global Substrate Wetting Additives Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Substrate Wetting Additives by Type (2026-2035)

## 12.2 Global Substrate Wetting Additives Market Forecast by Application (2026-2035)

12.2.1 Global Substrate Wetting Additives Sales (K MT) Forecast by Application

12.2.2 Global Substrate Wetting Additives Market Size (M USD) Forecast by Application (2026-2035)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Substrate Wetting Additives Market Size by Type (M USD)

Table 4. Global Substrate Wetting Additives Market Size by Application

Table 5. Substrate Wetting Additives Market Size Comparison by Region (M USD)

Table 6. Global Substrate Wetting Additives Sales (K MT) by Manufacturers  
(2020-2025)

Table 7. Global Substrate Wetting Additives Sales Market Share by Manufacturers  
(2020-2025)

Table 8. Global Substrate Wetting Additives Revenue (M USD) by Manufacturers  
(2020-2025)

Table 9. Global Substrate Wetting Additives Revenue Share by Manufacturers  
(2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in  
Substrate Wetting Additives as of 2025)

Table 11. Global Market Substrate Wetting Additives Average Price (USD/KG) of Key  
Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global Substrate Wetting Additives Manufacturers Market Concentration  
Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. Substrate Wetting Additives Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading  
Countries

Table 26. Global Substrate Wetting Additives Sales by Type (K MT)

Table 27. Global Substrate Wetting Additives Market Size by Type (M USD)

- Table 28. Global Substrate Wetting Additives Sales (K MT) by Type (2020-2025)
- Table 29. Global Substrate Wetting Additives Sales Market Share by Type (2020-2025)
- Table 30. Global Substrate Wetting Additives Market Size (M USD) by Type (2020-2025)
- Table 31. Global Substrate Wetting Additives Market Share by Type (2020-2025)
- Table 32. Global Substrate Wetting Additives Price (USD/KG) by Type (2020-2025)
- Table 33. Global Substrate Wetting Additives Sales (K MT) by Application
- Table 34. Global Substrate Wetting Additives Market Size by Application
- Table 35. Global Substrate Wetting Additives Sales by Application (2020-2025) & (K MT)
- Table 36. Global Substrate Wetting Additives Sales Market Share by Application (2020-2025)
- Table 37. Global Substrate Wetting Additives Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Substrate Wetting Additives Market Share by Application (2020-2025)
- Table 39. Global Substrate Wetting Additives Sales Growth Rate by Application (2020-2025)
- Table 40. Global Substrate Wetting Additives Sales by Region (2020-2025) & (K MT)
- Table 41. Global Substrate Wetting Additives Sales Market Share by Region (2020-2025)
- Table 42. Global Substrate Wetting Additives Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Substrate Wetting Additives Market Size by Region (2020-2025)
- Table 44. North America Substrate Wetting Additives Sales by Country (2020-2025) & (K MT)
- Table 45. North America Substrate Wetting Additives Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Substrate Wetting Additives Sales by Country (2020-2025) & (K MT)
- Table 47. Europe Substrate Wetting Additives Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Substrate Wetting Additives Sales by Region (2020-2025) & (K MT)
- Table 49. Asia Pacific Substrate Wetting Additives Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Substrate Wetting Additives Sales by Country (2020-2025) & (K MT)
- Table 51. South America Substrate Wetting Additives Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Substrate Wetting Additives Sales by Region

(2020-2025) & (K MT)

Table 53. Middle East and Africa Substrate Wetting Additives Market Size by Region (2020-2025) & (M USD)

Table 54. Global Substrate Wetting Additives Production (K MT) by Region(2020-2025)

Table 55. Global Substrate Wetting Additives Revenue (US\$ Million) by Region (2020-2025)

Table 56. Global Substrate Wetting Additives Revenue Market Share by Region (2020-2025)

Table 57. Global Substrate Wetting Additives Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 58. North America Substrate Wetting Additives Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 59. Europe Substrate Wetting Additives Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 60. Japan Substrate Wetting Additives Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 61. China Substrate Wetting Additives Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 62. Evonik Basic Information

Table 63. Evonik Substrate Wetting Additives Product Overview

Table 64. Evonik Substrate Wetting Additives Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 65. Evonik Business Overview

Table 66. Evonik SWOT Analysis

Table 67. Evonik Recent Developments

Table 68. BYK-Chemie (Altana Group) Basic Information

Table 69. BYK-Chemie (Altana Group) Substrate Wetting Additives Product Overview

Table 70. BYK-Chemie (Altana Group) Substrate Wetting Additives Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 71. BYK-Chemie (Altana Group) Business Overview

Table 72. BYK-Chemie (Altana Group) SWOT Analysis

Table 73. BYK-Chemie (Altana Group) Recent Developments

Table 74. Siltech Corporation Basic Information

Table 75. Siltech Corporation Substrate Wetting Additives Product Overview

Table 76. Siltech Corporation Substrate Wetting Additives Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 77. Siltech Corporation Business Overview

Table 78. Siltech Corporation SWOT Analysis

Table 79. Siltech Corporation Recent Developments

- Table 80. BASF Basic Information
- Table 81. BASF Substrate Wetting Additives Product Overview
- Table 82. BASF Substrate Wetting Additives Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 83. BASF Business Overview
- Table 84. BASF Recent Developments
- Table 85. Elementis Basic Information
- Table 86. Elementis Substrate Wetting Additives Product Overview
- Table 87. Elementis Substrate Wetting Additives Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 88. Elementis Business Overview
- Table 89. Elementis Recent Developments
- Table 90. Ashland Basic Information
- Table 91. Ashland Substrate Wetting Additives Product Overview
- Table 92. Ashland Substrate Wetting Additives Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 93. Ashland Business Overview
- Table 94. Ashland Recent Developments
- Table 95. Momentive Basic Information
- Table 96. Momentive Substrate Wetting Additives Product Overview
- Table 97. Momentive Substrate Wetting Additives Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 98. Momentive Business Overview
- Table 99. Momentive Recent Developments
- Table 100. Shin-Etsu Chemical Basic Information
- Table 101. Shin-Etsu Chemical Substrate Wetting Additives Product Overview
- Table 102. Shin-Etsu Chemical Substrate Wetting Additives Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 103. Shin-Etsu Chemical Business Overview
- Table 104. Shin-Etsu Chemical Recent Developments
- Table 105. Dow Basic Information
- Table 106. Dow Substrate Wetting Additives Product Overview
- Table 107. Dow Substrate Wetting Additives Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 108. Dow Business Overview
- Table 109. Dow Recent Developments
- Table 110. Wacker Chemie AG Basic Information
- Table 111. Wacker Chemie AG Substrate Wetting Additives Product Overview
- Table 112. Wacker Chemie AG Substrate Wetting Additives Sales (K MT), Revenue (M

USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 113. Wacker Chemie AG Business Overview

Table 114. Wacker Chemie AG Recent Developments

Table 115. Global Substrate Wetting Additives Sales Forecast by Region (2026-2035) & (K MT)

Table 116. Global Substrate Wetting Additives Market Size Forecast by Region (2026-2035) & (M USD)

Table 117. North America Substrate Wetting Additives Sales Forecast by Country (2026-2035) & (K MT)

Table 118. North America Substrate Wetting Additives Market Size Forecast by Country (2026-2035) & (M USD)

Table 119. Europe Substrate Wetting Additives Sales Forecast by Country (2026-2035) & (K MT)

Table 120. Europe Substrate Wetting Additives Market Size Forecast by Country (2026-2035) & (M USD)

Table 121. Asia Pacific Substrate Wetting Additives Sales Forecast by Region (2026-2035) & (K MT)

Table 122. Asia Pacific Substrate Wetting Additives Market Size Forecast by Region (2026-2035) & (M USD)

Table 123. South America Substrate Wetting Additives Sales Forecast by Country (2026-2035) & (K MT)

Table 124. South America Substrate Wetting Additives Market Size Forecast by Country (2026-2035) & (M USD)

Table 125. Middle East and Africa Substrate Wetting Additives Sales Forecast by Country (2026-2035) & (Units)

Table 126. Middle East and Africa Substrate Wetting Additives Market Size Forecast by Country (2026-2035) & (M USD)

Table 127. Global Substrate Wetting Additives Sales Forecast by Type (2026-2035) & (K MT)

Table 128. Global Substrate Wetting Additives Market Size Forecast by Type (2026-2035) & (M USD)

Table 129. Global Substrate Wetting Additives Price Forecast by Type (2026-2035) & (USD/KG)

Table 130. Global Substrate Wetting Additives Sales (K MT) Forecast by Application (2026-2035)

Table 131. Global Substrate Wetting Additives Market Size Forecast by Application (2026-2035) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Substrate Wetting Additives
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Substrate Wetting Additives Market Size (M USD), 2025-2035
- Figure 5. Global Substrate Wetting Additives Market Size (M USD) (2020-2035)
- Figure 6. Global Substrate Wetting Additives Sales (K MT) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Substrate Wetting Additives Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Substrate Wetting Additives Product Life Cycle
- Figure 13. Substrate Wetting Additives Sales Share by Manufacturers in 2025
- Figure 14. Global Substrate Wetting Additives Revenue Share by Manufacturers in 2025
- Figure 15. Substrate Wetting Additives Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Substrate Wetting Additives Average Price (USD/KG) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Substrate Wetting Additives Revenue in 2025
- Figure 18. Industry Chain Map of Substrate Wetting Additives
- Figure 19. Global Substrate Wetting Additives Market PEST Analysis
- Figure 20. Global Substrate Wetting Additives Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Substrate Wetting Additives Market Share by Type
- Figure 27. Sales Market Share of Substrate Wetting Additives by Type (2020-2025)
- Figure 28. Sales Market Share of Substrate Wetting Additives by Type in 2025
- Figure 29. Market Share of Substrate Wetting Additives by Type (2020-2025)
- Figure 30. Market Share of Substrate Wetting Additives by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

- Figure 32. Global Substrate Wetting Additives Market Share by Application
- Figure 33. Global Substrate Wetting Additives Sales Market Share by Application (2020-2025)
- Figure 34. Global Substrate Wetting Additives Sales Market Share by Application in 2025
- Figure 35. Global Substrate Wetting Additives Market Share by Application (2020-2025)
- Figure 36. Global Substrate Wetting Additives Market Share by Application in 2025
- Figure 37. Global Substrate Wetting Additives Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Substrate Wetting Additives Sales Market Share by Region (2020-2025)
- Figure 39. Global Substrate Wetting Additives Market Size by Region (2020-2025)
- Figure 40. North America Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)
- Figure 41. North America Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)
- Figure 42. North America Substrate Wetting Additives Sales Market Share by Country in 2024
- Figure 43. North America Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Substrate Wetting Additives Market Size by Country in 2024
- Figure 45. U.S. Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)
- Figure 46. U.S. Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Substrate Wetting Additives Sales (K MT) and Growth Rate (2020-2025)
- Figure 48. Canada Substrate Wetting Additives Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Substrate Wetting Additives Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Substrate Wetting Additives Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)
- Figure 52. Europe Substrate Wetting Additives Sales Market Share by Country in 2024
- Figure 53. Europe Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Substrate Wetting Additives Market Size by Country in 2024

Figure 55. Germany Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Substrate Wetting Additives Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Substrate Wetting Additives Sales Market Share by Region in 2024

Figure 67. Asia Pacific Substrate Wetting Additives Market Size by Region in 2024

Figure 68. China Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 75. India Substrate Wetting Additives Market Size and Growth Rate (2020-2025)

& (M USD)

Figure 76. Southeast Asia Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Substrate Wetting Additives Sales and Growth Rate (K MT)

Figure 79. South America Substrate Wetting Additives Sales Market Share by Country in 2024

Figure 80. South America Substrate Wetting Additives Market Size and Growth Rate (M USD)

Figure 81. South America Substrate Wetting Additives Market Size by Country in 2024

Figure 82. Brazil Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Substrate Wetting Additives Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Substrate Wetting Additives Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Substrate Wetting Additives Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Substrate Wetting Additives Market Size by Region in 2024

Figure 92. Saudi Arabia Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Substrate Wetting Additives Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Substrate Wetting Additives Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Substrate Wetting Additives Production Market Share by Region (2020-2025)

Figure 103. North America Substrate Wetting Additives Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Substrate Wetting Additives Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Substrate Wetting Additives Production (K MT) Growth Rate (2020-2025)

Figure 106. China Substrate Wetting Additives Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Substrate Wetting Additives Sales Forecast by Volume (2020-2035) & (K MT)

Figure 108. Global Substrate Wetting Additives Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Substrate Wetting Additives Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Substrate Wetting Additives Market Share Forecast by Type (2026-2035)

Figure 111. Global Substrate Wetting Additives Sales Forecast by Application (2026-2035)

Figure 112. Global Substrate Wetting Additives Market Share Forecast by Application (2026-2035)

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