

Global Surfactant Market: Size & Forecast with Impact Analysis of COVID-19 (2020-2024)

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Abstracts

SCOPE OF THE REPORT

The report titled “Global Surfactant Market: Size & Forecast with Impact Analysis of COVID-19 (2020-2024)”, provides an in-depth analysis of the global surfactant market with description of market sizing and growth. The analysis includes market by value, by volume, by type, by application and by region. Furthermore, the report also provides detailed application, type and regional analysis.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and would be driving the growth of the industry. Growth of the overall global surfactant market has also been forecasted for the years 2020-2024, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

BASF SE, Kao Corporation, AkzoNobel, and Clariant AG are some of the key players operating in the global surfactant market, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the respective companies are provided.

Region Coverage

North America

Western Europe

Asia Pacific

ROW

Company Coverage

BASF SE

Kao Corporation

AkzoNobel

Clariant AG

EXECUTIVE SUMMARY

Surfactants are the surface-active substance and can be broadly defined as compounds, which concentrate at interfaces, such as water, air or water-oil, when dissolved in water. Soaps and detergents are primary examples of surfactants. As water and oil do not dissolve in each other, surfactants have to be added to the mixture to keep them from separating into layers. In addition a surfactant is used to stabilize mixtures of oil and water or any two liquids by reducing surface tension.

Surfactant can be further classified into different categories, such as anionic, cationic, non-ionic, amphoteric and other. Furthermore, surfactant can also be bifurcated according to the application such as household cleaning, I & I cleaning, personal care, industrial application, etc. Moreover, the surfactant can be segmented according to substrate, i.e., bio-based surfactant and synthetic surfactant.

The global surfactant market has observed consistent growth in the past few years and is anticipated that the market would witness moderate growth over the forecasted period (2020-2024) owing to spread of pandemic disease COVID-19. Moreover, the market would observe moderate growth owing to various growth augmenting factors such as escalating household expenditure, rapid urbanization, surging middle class spending, accelerating textile industry, increasing ecommerce sales, rising demand for food & beverages, etc.

Moreover, the market faces some challenges which are obstructing the growth of the

market. Some of the foremost challenges faced by the industry are: fluctuating raw material prices, and stringent environmental regulations. Whereas, the market growth would be further supported by various market trends like rising demand for specialty surfactant, surging demand for microbial surfactant, escalating adoption of surfactants by pharmaceutical industries, etc.

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