

# Global Bleaching Clay Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Bleaching Clay market size was valued at USD 753 million in 2023 and is forecast to a readjusted size of USD 962.2 million by 2030 with a CAGR of 3.6% during review period.

Bleaching clay is a type of adsorbent clay or earth which in both activated or nonactivated form, is used in the process of decolorization of liquids, such as oils and fats without any chemical treatment. It mainly consists of clay minerals such as saponite, montmorillonite, and beidellite mixed with mineral fragments such as biotite, quartz, and feldspar. It is mainly used in refining and purifying petroleum products, edible oils, and fats. Bleaching clay is also known as fuller's earth and whitening clay.

The prime factor driving demand for bleaching clay is the increasing demand for refined vegetable oil, as bleaching clay plays an integral role in its manufacturing process. Moreover, advancement in optimizing the yield of oilseeds is expected to drive more production of variegated oil seeds, thus translating into more demand for bleaching clay for its refining purposes. Apart from this, demand for fully refined oils with FFA content of less than 0.1% is driving further demand for highly activated bleaching clays. Bleaching clay often finds application in industrial sector particularly in the production of Industrial triglycerides, linseed oil, castor oil, biodiesel, fatty acids, etc., many of which are an integral part of manufacturing of paints, vanishes, soaps, etc. Due to rising living standards across the globe, demand for these products are bound to increase, thus fuelling more revenues in the global bleaching clay market. Apart from this, rising consumption of mineral oil due to its broad adoption in cosmetics, lubricants, and grease, is also expected to further boost consumption of bleaching clay for mineral oil refining and processing.

The Global Info Research report includes an overview of the development of the Bleaching Clay industry chain, the market status of Industrial Oil (Activated Bauxite, Activated Clays), Mineral Oil and Waxes (Activated Bauxite, Activated Clays), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Bleaching Clay.

Regionally, the report analyzes the Bleaching Clay markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Bleaching Clay market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Bleaching Clay market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Bleaching Clay industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K MT), revenue generated, and market share of different by Type (e.g., Activated Bauxite, Activated Clays).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Bleaching Clay market.

**Regional Analysis:** The report involves examining the Bleaching Clay market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Bleaching Clay market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Bleaching Clay:

**Company Analysis:** Report covers individual Bleaching Clay manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Bleaching Clay. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Industrial Oil, Mineral Oil and Waxes).

**Technology Analysis:** Report covers specific technologies relevant to Bleaching Clay. It assesses the current state, advancements, and potential future developments in Bleaching Clay areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Bleaching Clay market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Bleaching Clay market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Activated Bauxite

Activated Clays

Fullers Earth

### Market segment by Application

Industrial Oil

Mineral Oil and Waxes

Vegetable Oil and Animal Fats

Major players covered

AMC

AMCOL Specialty Minerals

Clariant International

HRP Industries

Oil-Dri Corporation of America

Refoil Earth

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Bleaching Clay product scope, market overview, market

estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Bleaching Clay, with price, sales, revenue and global market share of Bleaching Clay from 2019 to 2024.

Chapter 3, the Bleaching Clay competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Bleaching Clay breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Bleaching Clay market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Bleaching Clay.

Chapter 14 and 15, to describe Bleaching Clay sales channel, distributors, customers, research findings and conclusion.

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