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Global Isomerized 13 Alcohol Polyoxyethylene Ether Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Isomerized 13 Alcohol Polyoxyethylene Ether market size is expected to reach $ 534 million by 2032, rising at a market growth of 4.4% CAGR during the forecast period (2026-2032).

Isomerized 13 Alcohol Polyoxyethylene Ether is a class of non-ionic surfactants produced through the addition reaction of branched C13 isotridecyl alcohol (acting as the hydrophobic group) with ethylene oxide. It is typically represented by the formula RO(CH?CH?O)nH, where R is a branched C13 alkyl group and n represents the average number of ethylene oxide (EO) units added. Varying EO addition levels result in different hydrophilic-lipophilic balance (HLB) values, cloud points, foaming characteristics, and wetting properties; the products are characterized by rapid wetting, emulsification and dispersion capabilities, detergency, low foaming, and resistance to acids and alkalis.

The core upstream raw materials are isotridecyl alcohol and ethylene oxide. Isotridecyl alcohol is typically produced from C4 olefins (such as butene and isobutylene) through oligomerization, oxo synthesis, and hydro-refining; its degree of branching and carbon chain distribution directly influence the product's wetting speed, foam levels, and low-temperature fluidity. Ethylene oxide is primarily produced via the direct oxidation of ethylene, with its price influenced by ethylene costs, energy costs, and plant operating rates. Downstream applications span sectors such as industrial cleaners, household detergents, textile auxiliaries, coatings and inks, pesticide formulations, adhesives, and metalworking fluids.

In 2025, global sales volume is approximately 160,000 metric tons, with a comprehensive average price of around US$2,400 per ton; major manufacturers report

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gross profit margins of approximately 23%–30%.

The primary drivers for the isotridecyl alcohol ethoxylate industry stem from the shift toward APEO-free formulations and the demand for low-foaming, rapid-wetting, and emulsifying/dispersing properties in sectors such as industrial cleaning, water-based coatings, pesticide formulations, and textile auxiliaries. Continued EU restrictions on the use of nonylphenol ethoxylates (NPEOs)—particularly in textiles—and the downstream adoption of alkylphenol-free surfactant formulations have created a stable market for isotridecyl alcohol ethoxylates as replacements. Furthermore, their low-foaming nature, rapid wetting capabilities, and excellent formulation compatibility make them well-suited for applications involving mechanical cleaning, spray cleaning, and water-based systems. Key constraints facing the industry include price volatility of raw materials (isotridecyl alcohol and ethylene oxide), performance variations across products with different EO adduct numbers, lengthy downstream formulation validation cycles, and competition from alternative products such as iso-decyl alcohol ethoxylates and secondary alcohol ethoxylates. The market is expected to grow steadily, with product development trending toward low-foaming, high-wetting, narrow-distribution, and high-active-content formulations, as well as customized solutions; companies possessing secure access to isotridecyl alcohol feedstock, large-scale ethoxylation capacity, a comprehensive product portfolio, and strong application service capabilities will enjoy a competitive advantage.

Report Scope

This report studies the global Isomerized 13 Alcohol Polyoxyethylene Ether production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Isomerized 13 Alcohol Polyoxyethylene Ether and provides market size (US$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Isomerized 13 Alcohol Polyoxyethylene Ether that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Isomerized 13 Alcohol Polyoxyethylene Ether total production and demand, 2021-2032, (Kilotons)

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Global Isomerized 13 Alcohol Polyoxyethylene Ether total production value, 2021-2032, (USD Million)

Global Isomerized 13 Alcohol Polyoxyethylene Ether production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons), (based on production site)

Global Isomerized 13 Alcohol Polyoxyethylene Ether consumption by region & country, CAGR, 2021-2032 & (Kilotons)

U.S. VS China: Isomerized 13 Alcohol Polyoxyethylene Ether domestic production, consumption, key domestic manufacturers and share

Global Isomerized 13 Alcohol Polyoxyethylene Ether production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kilotons)

Global Isomerized 13 Alcohol Polyoxyethylene Ether production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

Global Isomerized 13 Alcohol Polyoxyethylene Ether production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

This report profiles key players in the global Isomerized 13 Alcohol Polyoxyethylene Ether market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include BASF, Sasol, Clariant, Nouryon, Syensqo, PCC, Indorama Ventures, Stepan, Harcros Chemicals, Jiahua Chemicals, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Isomerized 13 Alcohol Polyoxyethylene Ether market

Detailed Segmentation:

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Each section contains quantitative market data including market by value (US$ Millions), volume (production, consumption) & (Kilotons) and average price (US$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Isomerized 13 Alcohol Polyoxyethylene Ether Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Isomerized 13 Alcohol Polyoxyethylene Ether Market, Segmentation by Type:

Low EO Type (?5 EO)

Medium EO Type (6–9 EO)

High EO Type (>9 EO)

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Global Isomerized 13 Alcohol Polyoxyethylene Ether Market, Segmentation by Product Form:

Liquid

Paste-like

Global Isomerized 13 Alcohol Polyoxyethylene Ether Market, Segmentation by HLB Value:

Lipophilic Type

Hydrophilic Type

Global Isomerized 13 Alcohol Polyoxyethylene Ether Market, Segmentation by Application:

Daily Chemicals

Textiles

Agriculture

Industrial

Others

Companies Profiled:

BASF

Sasol

Clariant

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Nouryon

Syensqo

PCC

Indorama Ventures

Stepan

Harcros Chemicals

Jiahua Chemicals

Zhejiang Huangma Technology

Wuhan Jadechem New Materials

Taixing Lingfei Chemical Technology

Zhejiang Deyuan Chemical

Key Questions Answered:

1. How big is the global Isomerized 13 Alcohol Polyoxyethylene Ether market?
2. What is the demand of the global Isomerized 13 Alcohol Polyoxyethylene Ether market?
3. What is the year over year growth of the global Isomerized 13 Alcohol Polyoxyethylene Ether market?
4. What is the production and production value of the global Isomerized 13 Alcohol Polyoxyethylene Ether market?
5. Who are the key producers in the global Isomerized 13 Alcohol Polyoxyethylene Ether market?
6. What are the growth factors driving the market demand?

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