

Global Potassium Dodecylbenzenesulfonate Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Potassium Dodecylbenzenesulfonate market size was valued at US\$ 704 million in 2025 and is forecast to a readjusted size of US\$ 997 million by 2032 with a CAGR of 5.1% during review period.

Potassium Dodecylbenzenesulfonate is an anionic surfactant produced by neutralizing dodecylbenzenesulfonic acid (DBSA) with potassium hydroxide (KOH). It is widely used for its excellent detergency, wetting, emulsifying, dispersing, and foaming properties in household cleaners, industrial detergents, agrochemical formulations, textile processing chemicals, and specialty industrial formulations. The supply chain begins upstream with petrochemical feedstocks such as benzene and linear alpha olefins (or n-paraffins), which are converted into linear alkylbenzene (LAB) through alkylation processes. LAB is then sulfonated using sulfur trioxide or oleum to produce dodecylbenzenesulfonic acid, followed by neutralization with potassium hydroxide to form Potassium Dodecylbenzenesulfonate. Midstream activities include purification, concentration adjustment, blending, quality control, and packaging by surfactant manufacturers and specialty chemical companies. Downstream, the product is supplied to detergent manufacturers, agrochemical formulators, textile and leather chemical producers, industrial cleaning product companies, oilfield chemical suppliers, and various specialty chemical industries that require high-performance surfactants and dispersants. In 2025, global Potassium Dodecylbenzenesulfonate output was about 420,000 tons with 500,000 tons of capacity, average prices of USD 1,400-2,800 per ton, and gross margins around 24%.

This report is a detailed and comprehensive analysis for global Potassium

Dodecylbenzenesulfonate market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Potassium Dodecylbenzenesulfonate market size and forecasts, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Potassium Dodecylbenzenesulfonate market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Potassium Dodecylbenzenesulfonate market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Potassium Dodecylbenzenesulfonate market shares of main players, shipments in revenue (\$ Million), sales quantity (Kilotons), and ASP (US\$/Ton), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Potassium Dodecylbenzenesulfonate

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Potassium Dodecylbenzenesulfonate market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments.

Key companies covered as a part of this study include Stepan (USA), BASF (Germany), Clariant (Switzerland), Sasol (South Africa), Kao Corporation (Japan), Galaxy Surfactants (India), Pilot Chemical (USA), Evonik (Germany), Oxitenol (Brazil), Solvay (Belgium), etc.

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

Market Segmentation

Potassium Dodecylbenzenesulfonate market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Standard Salt Tolerance

High Salt Tolerance

Market segment by Active Matter Content

0-30%

30-40%

40-50%

>50%

Market segment by Application

Cleaning

Agrochemical

Textile & Leather

Pulp & Paper

Oil & Gas

Others

Major players covered

Stepan (USA)

BASF (Germany)

Clariant (Switzerland)

Sasol (South Africa)

Kao Corporation (Japan)

Galaxy Surfactants (India)

Pilot Chemical (USA)

Evonik (Germany)

Oxiteno (Brazil)

Solvay (Belgium)

Wilmar (Singapore)

KLK OLEO (Malaysia)

Croda International (UK)

Lion Corporation (Japan)

Godrej Industries (India)

KPX Chemical (South Korea)

IOI Oleochemical (Malaysia)

Zanyu Technology Group (China)

Resun-Auway Industrial (China)

Taiwan NJC Corporation (Taiwan)

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 Potassium Dodecylbenzenesulfonate product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Potassium Dodecylbenzenesulfonate, with price, sales quantity, revenue, and global market share of Potassium Dodecylbenzenesulfonate from 2021 to 2026.

Chapter 3, the Potassium Dodecylbenzenesulfonate competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed

emphatically by landscape contrast.

Chapter 4, the Potassium Dodecylbenzenesulfonate breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Potassium Dodecylbenzenesulfonate market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Potassium Dodecylbenzenesulfonate.

Chapter 14 and 15, to describe Potassium Dodecylbenzenesulfonate sales channel, distributors, customers, research findings and conclusion.

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