

Global Potassium Dodecylbenzenesulfonate Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GD9F3B935872EN.html>

Date: August 2026

Pages: 148

Price: US\$ 4,480.00 (Single User License)

ID: GD9F3B935872EN

Abstracts

The global Potassium Dodecylbenzenesulfonate market size is expected to reach \$ 997 million by 2032, rising at a market growth of 5.1% CAGR during the forecast period (2026-2032).

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 studies the global Potassium Dodecylbenzenesulfonate production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Potassium Dodecylbenzenesulfonate 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 Potassium Dodecylbenzenesulfonate that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Potassium Dodecylbenzenesulfonate total production and demand, 2021-2032, (Kilotons)

Global Potassium Dodecylbenzenesulfonate total production value, 2021-2032, (USD Million)

Global Potassium Dodecylbenzenesulfonate production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons), (based on production site)

Global Potassium Dodecylbenzenesulfonate consumption by region & country, CAGR, 2021-2032 & (Kilotons)

U.S. VS China: Potassium Dodecylbenzenesulfonate domestic production, consumption, key domestic manufacturers and share

Global Potassium Dodecylbenzenesulfonate production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kilotons)

Global Potassium Dodecylbenzenesulfonate production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

Global Potassium Dodecylbenzenesulfonate production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

This report profiles key players in the global Potassium Dodecylbenzenesulfonate 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 Stepan (USA), BASF (Germany), Clariant (Switzerland), Sasol (South Africa), Kao Corporation (Japan), Galaxy Surfactants (India), Pilot Chemical (USA), Evonik (Germany), Oxiteno (Brazil), Solvay (Belgium), 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 Potassium Dodecylbenzenesulfonate market

Detailed Segmentation:

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 Potassium Dodecylbenzenesulfonate Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Potassium Dodecylbenzenesulfonate Market, Segmentation by Type:

Standard Salt Tolerance

High Salt Tolerance

Global Potassium Dodecylbenzenesulfonate Market, Segmentation by Active Matter Content:

50%

Global Potassium Dodecylbenzenesulfonate Market, Segmentation by Application:

Cleaning

Agrochemical

Textile & Leather

Pulp & Paper

Oil & Gas

Others

Companies Profiled:

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)

Key Questions Answered:

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

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