

Esterquats Market Size, Share & Trends Analysis Report By Application (Fabric Care, Personal Care, Industrial), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Esterquats Market Growth & Trends

The global esterquats market size is expected to reach USD 4,836.1 million by 2030, registering a CAGR of 10.3% from 2023 to 2030, according to a new report by Grand View Research, Inc. The growing demand for fabric care products due to rising awareness among consumers toward fabric care and increasing investment by market players is likely to boost the demand for esterquats.

Factors such as supportive government regulations that stress on the use of environmental-friendly products are expected to have a positive impact on market growth over the forecast period. The technological advancements in esterquats over the past years have led to the development of ultra-concentrated products with 20%-25% solid content. This has facilitated high performance of the product and availability of esterquats at a reasonable price. North America and Europe are likely to witness an increase in demand for concentrated esterquats for industrial applications.

The market has witnessed numerous advancements in manufacturing process since inception. Palm-based esterquats derived from vegetable and renewable raw material sources are largely used in comparison to animal-based raw materials. In addition, methyl ester route is being used instead of the fatty acid route, thereby improving the

efficiency and reducing batch process time. Manufacturers are implementing various methods to balance thermal stability and hydrolysis rate of esterquats, which in turn is expected to propel market growth over the next eight years.

Esterquats Market Report Highlights

Personal care is likely to be the fastest-growing application segment registering a CAGR of 12.0% over the forecast period owing to changing consumer preferences and eco-friendly products

Governments worldwide are trying to reduce the use of nondegradable substances in washing solutions, which in turn is likely to boost the demand for esterquats

Europe is the largest market and accounted for the largest revenue share of 37.6% in 2023 due to increasing consumer awareness and rising marketing activities to promote skin care products

Market players are often involved in joint ventures and mergers & acquisitions to expand their global presence and industry share

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