

# Linear Alkyl Benzene Market Size, Share & Trends Analysis Report By Application (Heavy Duty Laundry, Laundry Powders, Washing Liquids, Industrial Cleaners, Household Cleaners), And Segment Forecasts, 2012 - 2020

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## Abstracts

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The global linear alkyl benzene (LAB) market size is expected to reach USD 9.27 billion by 2020, according to a new report by Grand View Research, Inc., expanding at a CAGR of 4.6% during the forecast period. Growing application of LAB as industrial cleaners owing to rapid industrialization in developing economies such as China, India, and Brazil. In addition, government regulations regarding restrictions on non-biodegradable materials are further providing a fillip to the market.

Increasing consumer spending coupled with flourishing cleaning industry is likely to fuel the demand over the next six years. Volatile raw material prices, however, are projected to act as a key challenge for market participants. Also, consumers, particularly in developed countries, are becoming aware about adverse effects of using synthetic detergents on the environment and are looking out for bio-based alternatives.

Protean nature of key raw materials such as kerosene and benzene put pressure on profitability of major producers. To minimize effects of volatile raw material prices, market players are paying attention to development of bio-based alternatives. Consumers are becoming aware of adverse effects of using synthetic detergents on the environment and are looking out for bio-based alternatives to LAB.

The LAB is primarily used for the production of linear alkyl benzene sulfonate (LAS),

which is used majorly as a surfactant in industrial, household, and commercial applications. Low cost and biodegradable properties of LAS are expected to fuel demand for cleaning applications over the forecast period. Other uses of LAB includes paint industry, ink solvents, electric cable oil, agricultural herbicides, emulsion polymerization, and as wetting agents.

Further key findings from the report suggest:

Heavy-duty laundry emerged as the leading application segment for LAS and accounted for 31.8% of total market volume in 2013

Growing preference towards liquids to powders in surfactants is expected to restrict the demand for LAS in heavy-duty laundry liquids in next six years

Asia Pacific emerged as the largest market in 2013. Rising usage of household durables in countries including China and India among others coupled with the infrastructural development in these countries is benefitting the overall regional market growth.

International players establish partnerships with local industry participants to increase regional foot prints in countries such as India and China

Major companies operating in the LAB market include CEPSA Quimica S.A., Deten Quimica, Fushun Petrochemical Company, Chevron Phillips Chemicals, Honeywell, Arabian Petrochemical Company, Huntsman Corporation, and Reliance Aromatics and Petrochemicals Pvt. Ltd.

## Contents

### CHAPTER 1 EXECUTIVE SUMMARY

1.1 Linear alkyl benzene (LAB) - Industry Summary & Critical Success Factors (CSFs)

### CHAPTER 2 LINEAR ALKYL BENZENE INDUSTRY OUTLOOK

2.1 Market Segmentation

2.2 Market Size and Growth Prospects

2.3 LAB Value Chain Analysis

2.4 LAB Market Dynamics

2.4.1 Market driver analysis

2.4.1.1 Increasing demand for cleaners

2.4.1.2 Growing constriction industry

2.4.1.3 Regulatory policies

2.4.2 Market restraint analysis

2.4.2.1 Fluctuating prices of raw material

2.5 Key Opportunities Prioritized

2.6 Industry Analysis - Porter's

2.7 LAB- Company Market Share Analysis

2.8 LAB- PESTEL Analysis

### CHAPTER 3 LAB APPLICATION OUTLOOK

3.1 Heavy-duty laundry liquid

3.1.1. LAB demand from heavy-duty laundry liquid application, 2012 - 2020 (Kilo tons)  
(USD million)

3.2 Laundry Powder

3.2.1 Global LAB demand from laundry powder application, 2012 - 2020 (Kilo tons)  
(USD million)

3.3 Light-duty Dish-washing Liquid

3.3.1 LAB demand from Light-duty Dish-washing Liquid application, 2012 - 2020 (Kilo tons)  
(USD million)

3.4 Industrial Cleaner

3.4.1 Global LAB demand from industrial cleaner application, 2012 - 2020 (Kilo tons)  
(USD million)

3.5 Household Cleaner

3.5.1 Global LAB demand from household cleaner application, 2012 - 2020 (Kilo tons)

(USD million)

### 3.6 Other

3.6.1 Global LAB demand from other applications, 2012 - 2020 (Kilo tons) (USD million)

## **CHAPTER 4 LAB REGIONAL OUTLOOK**

### 4.1 North America

4.1.1 LAB market volume & revenue by application, 2012 - 2020 (Kilo tons) (USD million)

### 4.2 Europe

4.2.1 LAB market volume & revenue by application, 2012 - 2020 (Kilo tons) (USD million)

### 4.3 Asia Pacific

4.3.1 LAB market volume & revenue by application, 2012 - 2020 (Kilo tons) (USD million)

### 4.4 Latin America

4.4.1 LAB market volume & revenue by application, 2012 - 2020 (Kilo tons) (USD million)

### 4.5 RoW

4.5.1 LAB market volume & revenue by application, 2012 - 2020 (Kilo tons) (USD million)

## **CHAPTER 5 LINEAR ALKYL BENZENE COMPETITIVE LANDSCAPE**

### 5.1 Sasol

5.1.1 Company Overview

5.1.2 Financial Performance

5.1.3 Product Benchmarking

5.1.4 Strategic Initiatives

### 5.2 CEPSA Quimica S.A.

5.2.1 Company Overview

5.2.2 Financial Performance

5.2.3 Product Benchmarking

5.2.4 Strategic Initiatives

### 5.3 Chevron Phillips Chemical

5.3.1 Company Overview

5.3.2 Financial Performance

5.3.3 Product Benchmarking

- 5.3.4 Strategic Initiatives
- 5.4 Deten Quimica
  - 5.4.1 Company Overview
  - 5.4.2 Financial Performance
  - 5.4.3 Product Benchmarking
  - 5.4.4 Strategic Initiatives
- 5.5 Fushun Petrochemicals
  - 5.5.1 Company Overview
  - 5.5.2 Financial Performance
  - 5.5.3 Product Benchmarking
  - 5.5.4 Strategic Initiatives
- 5.6 Honeywell
  - 5.6.1 Company Overview
  - 5.6.2 Financial Performance
  - 5.6.3 Product Benchmarking
  - 5.6.4 Strategic Initiatives
- 5.7 Huntsman Corporation
  - 5.7.1 Company Overview
  - 5.7.2 Financial Performance
  - 5.7.3 Product Benchmarking
  - 5.7.4 Strategic Initiatives
- 5.8 ISU Chemical
  - 5.8.1 Company Overview
  - 5.8.2 Financial Performance
  - 5.8.3 Product Benchmarking
  - 5.8.4 Strategic Initiatives
- 5.9 Jintung Petrochemical
  - 5.9.1 Company Overview
  - 5.9.2 Financial Performance
  - 5.9.3 Product Benchmarking
  - 5.9.4 Strategic Initiatives
- 5.10 Reliance Aromatics and Petrochemicals Pvt. Ltd
  - 5.10.1 Company Overview
  - 5.10.2 Financial Performance
  - 5.10.3 Product Benchmarking
  - 5.10.4 Strategic Initiatives
- 5.11 Unggul Indah Cahaya
  - 5.11.1 Company Overview
  - 5.11.2 Financial Performance

5.11.3 Product Benchmarking

5.11.4 Strategic Initiatives

## **CHAPTER 6 METHODOLOGY & SCOPE**

6.1 Research Methodology

6.2 Research Scope & Assumptions

6.3 List of Data Sources

## List Of Tables

### LIST OF TABLES

1. LAB- Industry Summary & Critical Success Factors (CSFs)
2. Global LAB market volume and revenue, 2012 - 2020
3. LAB- Key driver analysis
4. LAB- Key restraint analysis
5. Global LAB demand from heavy-duty laundry liquid applications, 2012 - 2020 (volume & revenue)
6. Global LAB demand from heavy-duty laundry liquid applications, by region, 2012 - 2020 (volume & revenue)
7. Global LAB demand from laundry powder applications, 2012 - 2020 (volume & revenue)
8. Global LAB demand from laundry powder applications, by region, 2012 - 2020 (volume & revenue)
9. Global LAB demand from light-duty dish-wash liquid applications, 2012 - 2020 (volume & revenue)
10. Global LAB demand from light-duty dish-wash liquid applications, by region, 2012 - 2020 (volume & revenue)
11. Global LAB demand from industrial cleaner applications, 2012 - 2020 (volume & revenue)
12. Global LAB demand from industrial cleaner applications, by region, 2012 - 2020 (volume & revenue)
13. Global LAB demand from household cleaner applications, 2012 - 2020 (volume & revenue)
14. Global LAB demand from household cleaner applications, by region, 2012 - 2020 (volume & revenue)
15. Global LAB demand from other applications , 2012 - 2020 (volume & revenue)
16. Global LAB demand from other applications, by region, 2012 - 2020 (volume & revenue)
17. North America LAB market volume, by application, 2012 - 2020 (Kilo tons)
18. North America LAB market revenue, by application, 2012 - 2020 (USD Million)
19. Europe LAB market volume, by application, 2012 - 2020 (Kilo tons)
20. Europe LAB market revenue, by application, 2012 - 2020 (USD Million)
21. Asia Pacific LAB market volume, by application, 2012 - 2020 (Kilo tons)
22. Asia Pacific LAB market revenue, by application, 2012 - 2020 (USD Million)
23. Latin America LAB market volume, by application, 2012 - 2020 (Kilo tons)
24. Latin America LAB market revenue, by application, 2012 - 2020 (USD Million)

25. RoW LAB market volume, by application, 2012 - 2020 (Kilo tons)

26. RoW LAB market revenue, by application, 2012 - 2020 (USD Million)



## List Of Figures

### LIST OF FIGURES

1. LAB market segmentation
2. Global LAB market, 2012 - 2020 (Volume & Revenue)
3. LAB - Value chain analysis
4. LAB - Market dynamics
5. LAB - Company market share analysis, 2013
6. Key opportunities prioritized
7. Industry analysis - Porter's
8. LAB-PESTEL analysis, 2013
9. Global LAB market volume share, by application, 2013 & 2020
10. Global LAB demand from heavy-duty laundry liquid applications, 2012 - 2020 (volume & revenue)
11. Global LAB demand from laundry powder applications, 2012 - 2020 (volume & revenue)
12. Global LAB demand from light-duty dish-wash liquid applications, 2012 - 2020 (volume & revenue)
13. Global LAB demand from industrial cleaner applications, 2012 - 2020 (volume & revenue)
14. Global LAB demand from household cleaner applications, 2012 - 2020 (volume & revenue)
15. Global LAB demand from other applications, 2012 - 2020 (volume & revenue)
16. North America LAB market estimates and forecast, 2012 - 2020 (Kilo tons) (USD million)
17. Europe LAB market estimates and forecast, 2012 - 2020 (Kilo tons) (USD million)
18. Asia Pacific LAB estimates and forecast, 2012 - 2020 (Kilo tons) (USD million)
19. Latin America LAB market estimates and forecast, 2012 - 2020 (Kilo tons) (USD million)
20. RoW LAB market estimates and forecast, 2012 - 2020 (Kilo tons) (USD million)

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