

The 2023 Report on Fatty Alcohols: World Market Segmentation by City

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Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of fatty alcohols as including all commonly understood products falling within this broad category, such as C6-C10, C11-C14, and C15-C22 fatty alcohols and alcohols used for soaps and detergents, personal care products, lubricants, and amines, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include AkzoNobel, Archer Daniels Midland, ARKEMA S. A., BASF, BERG + SCHMIDT GmbH & Company KG, Cargill, China Sanjiang Fine Chemicals, CREMER OLEO GmbH & Company, Ecogreen Oleochemicals, Emery Oleochemicals, Evonik Industries, Evyap Sabun, Yag, Gliserin Sanayi ve Ticaret Anonim Sirketi, GLOBAL GREEN CHEMICALS Public Company, Ltd., Godrej Industries, Jarchem Industries, Kao Chemicals, KH Neochem Company, Kuala Lumpur Kepong, Musim Mas Holdings, New Japan Chemical Company, Oleon, Oxiteno, Procter & Gamble, PT Musim Mas, Royal Dutch Shell, SABIC, Sasol, Solazyme, TECK GUAN Holdings, Timur Oleochemicals, Vegetables Vitamin Foods Company, VVF, Wilmar International, and Zhejiang Jiahua Energy Chemical Industry Company. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was

considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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