

# **Bleaching Agents Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028**

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## **Abstracts**

The global bleaching agents market size reached US\$ 842 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1,072 Million by 2028, exhibiting a growth rate (CAGR) of 4% during 2023-2028.

A bleaching agent is a chemical product that is used industrially or domestically to whiten or remove the color from different materials and products. It is typically used in households to whiten clothes and remove stains or as a disinfectant in laundry detergents and surface cleaners. It is primarily available in the liquid form as a dilute solution of sodium hypochlorite and in the powdered form containing the formulation of calcium hypochlorite.

The extensive application of bleaching agents across industries such as textile and paper is the key factor driving the growth of the market. Furthermore, in the food and beverage industry, they are used in the preparation of bakery dough for improving its structure and increasing elasticity. These agents are also used as an additive in flour to decolor the yellowish appearance of the raw mill flour and make it ready for market supply. In addition to this, they are widely used for sanitizing swimming pools and play a crucial role in purifying water to make it suitable for drinking. As a result, increasing investments in wastewater treatment plants by governments of several countries, along with the introduction of chlorine-free or green bleaching agents with low chemical residue and emissions, are contributing significantly to the market growth. Bleaching agents also find wide utilization in the cosmetic and beauty industry in hair dyes and teeth whitening products, and in the chemical industry as an oxidizing agent.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global bleaching agents market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type, form and end-user industry.

#### Breakup by Product Type:

- Azodicarbonamide
- Hydrogen Peroxide
- Ascorbic Acid
- Acetone Peroxide
- Chlorine Dioxide
- Others

#### Breakup by Form:

- Powder
- Liquid

#### Breakup by End-User Industry:

- Pulp and Paper
- Textile
- Construction
- Electrical and Electronics
- Water Treatment
- Healthcare
- Others

#### Breakup by Region:

- Asia Pacific
- Europe
- North America
- Middle East and Africa
- Latin America

#### Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the

key players being BASF, Aditya Birla Chemicals, Evonik, Solvay, Akzonobel, Hawkins, Inc., Siemer Milling, Peroxychem, Supraveni Chemicals, Spectrum Chemicals, Engrain, Gujarat Alkalies and Chemicals, Unilever, The Procter & Gamble Company, The Clorox Company, etc.

IMARC Group's latest report provides a deep insight into the global bleaching agents market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the global bleaching agents market in any manner.

#### Key Questions Answered in This Report

1. What was the size of the global bleaching agents market in 2022?
2. What is the expected growth rate of the global bleaching agents market during 2023-2028?
3. What are the key factors driving the global bleaching agents market?
4. What has been the impact of COVID-19 on the global bleaching agents market?
5. What is the breakup of the global bleaching agents market based on the product type?
6. What is the breakup of the global bleaching agents market based on the form?
7. What is the breakup of the global bleaching agents market based on the end-user industry?
8. What are the key regions in the global bleaching agents market?
9. Who are the key players/companies in the global bleaching agents market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL BLEACHING AGENTS MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product Type
- 5.5 Market Breakup by Form
- 5.6 Market Breakup by End-User Industry
- 5.7 Market Breakup by Region
- 5.8 Market Forecast

### **6 MARKET BREAKUP BY PRODUCT TYPE**

- 6.1 Azodicarbonamide
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast

## 6.2 Hydrogen Peroxide

### 6.2.1 Market Trends

### 6.2.2 Market Forecast

## 6.3 Ascorbic Acid

### 6.3.1 Market Trends

### 6.3.2 Market Forecast

## 6.4 Acetone Peroxide

### 6.4.1 Market Trends

### 6.4.2 Market Forecast

## 6.5 Chlorine Dioxide

### 6.5.1 Market Trends

### 6.5.2 Market Forecast

## 6.6 Others

### 6.6.1 Market Trends

### 6.6.2 Market Forecast

## **7 MARKET BREAKUP BY FORM**

### 7.1 Powder

#### 7.1.1 Market Trends

#### 7.1.2 Market Forecast

### 7.2 Liquid

#### 7.2.1 Market Trends

#### 7.2.2 Market Forecast

## **8 MARKET BREAKUP BY END-USER INDUSTRY**

### 8.1 Pulp and Paper

#### 8.1.1 Market Trends

#### 8.1.2 Market Forecast

### 8.2 Textile

#### 8.2.1 Market Trends

#### 8.2.2 Market Forecast

### 8.3 Construction

#### 8.3.1 Market Trends

#### 8.3.2 Market Forecast

### 8.4 Electrical and Electronics

#### 8.4.1 Market Trends

#### 8.4.2 Market Forecast

## 8.5 Water Treatment

### 8.5.1 Market Trends

### 8.5.2 Market Forecast

## 8.6 Healthcare

### 8.6.1 Market Trends

### 8.6.2 Market Forecast

## 8.7 Others

### 8.7.1 Market Trends

### 8.7.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

### 9.1 Asia Pacific

#### 9.1.1 Market Trends

#### 9.1.2 Market Forecast

### 9.2 Europe

#### 9.2.1 Market Trends

#### 9.2.2 Market Forecast

### 9.3 North America

#### 9.3.1 Market Trends

#### 9.3.2 Market Forecast

### 9.4 Middle East and Africa

#### 9.4.1 Market Trends

#### 9.4.2 Market Forecast

### 9.5 Latin America

#### 9.5.1 Market Trends

#### 9.5.2 Market Forecast

## **10 SWOT ANALYSIS**

### 10.1 Overview

### 10.2 Strengths

### 10.3 Weaknesses

### 10.4 Opportunities

### 10.5 Threats

## **11 VALUE CHAIN ANALYSIS**

### 11.1 Overview

- 11.2 Research and Development
- 11.3 Raw Material Procurement
- 11.4 Manufacturing
- 11.5 Marketing
- 11.6 Distribution
- 11.7 End-Use

## **12 PORTERS FIVE FORCES ANALYSIS**

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

## **13 PRICE ANALYSIS**

- 13.1 Key Price Indicators
- 13.2 Price Structure
- 13.3 Margin Analysis

## **14 COMPETITIVE LANDSCAPE**

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
  - 14.3.1 BASF
  - 14.3.2 Aditya Birla Chemicals
  - 14.3.3 Evonik
  - 14.3.4 Solvay
  - 14.3.5 Akzonobel
  - 14.3.6 Hawkins, Inc.
  - 14.3.7 Siemer Milling
  - 14.3.8 Peroxychem
  - 14.3.9 Supraveni Chemicals
  - 14.3.10 Spectrum Chemicals
  - 14.3.11 Engrain
  - 14.3.12 Gujarat Alkalies and Chemicals

14.3.13 Unilever

14.3.14 The Procter & Gamble Company

14.3.15 The Clorox Company



## List Of Tables

### LIST OF TABLES

Table 1: Global: Bleaching Agents Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Bleaching Agents Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 3: Global: Bleaching Agents Market Forecast: Breakup by Form (in Million US\$), 2023-2028

Table 4: Global: Bleaching Agents Market Forecast: Breakup by End-User Industry (in Million US\$), 2023-2028

Table 5: Global: Bleaching Agents Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Bleaching Agents Market Structure

Table 7: Global: Bleaching Agents Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Bleaching Agents Market: Major Drivers and Challenges

Figure 2: Global: Bleaching Agents Market: Sales Value (in Million US\$), 2017-2022

Figure 3: Global: Bleaching Agents Market: Breakup by Product Type (in %), 2022

Figure 4: Global: Bleaching Agents Market: Breakup by Form (in %), 2022

Figure 5: Global: Bleaching Agents Market: Breakup by End-User Industry (in %), 2022

Figure 6: Global: Bleaching Agents Market: Breakup by Region (in %), 2022

Figure 7: Global: Bleaching Agents Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 8: Global: Bleaching Agents Industry: SWOT Analysis

Figure 9: Global: Bleaching Agents Industry: Value Chain Analysis

Figure 10: Global: Bleaching Agents Industry: Porter's Five Forces Analysis

Figure 11: Global: Bleaching Agents (Azodicarbonamide) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Bleaching Agents (Azodicarbonamide) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Bleaching Agents (Hydrogen Peroxide) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Bleaching Agents (Hydrogen Peroxide) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Bleaching Agents (Ascorbic Acid) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Bleaching Agents (Ascorbic Acid) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Bleaching Agents (Acetone Peroxide) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Bleaching Agents (Acetone Peroxide) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Bleaching Agents (Chlorine Dioxide) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Bleaching Agents (Chlorine Dioxide) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Bleaching Agents (Other Product Types) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Global: Bleaching Agents (Other Product Types) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Global: Bleaching Agents (Powder) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: Bleaching Agents (Powder) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Global: Bleaching Agents (Liquid) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: Bleaching Agents (Liquid) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Bleaching Agents (Pulp and Paper) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: Bleaching Agents (Pulp and Paper) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Global: Bleaching Agents (Textile) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Global: Bleaching Agents (Textile) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Global: Bleaching Agents (Construction) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Global: Bleaching Agents (Construction) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Global: Bleaching Agents (Electrical and Electronics) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Global: Bleaching Agents (Electrical and Electronics) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Global: Bleaching Agents (Water Treatment) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Global: Bleaching Agents (Water Treatment) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Global: Bleaching Agents (Healthcare) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Global: Bleaching Agents (Healthcare) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Global: Bleaching Agents (Other End-User Industries) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: Global: Bleaching Agents (Other End-User Industries) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Asia Pacific: Bleaching Agents Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Asia Pacific: Bleaching Agents Market Forecast: Sales Value (in Million

US\$), 2023-2028

Figure 43: Europe: Bleaching Agents Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Europe: Bleaching Agents Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: North America: Bleaching Agents Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: North America: Bleaching Agents Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: Middle East and Africa: Bleaching Agents Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: Middle East and Africa: Bleaching Agents Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Latin America: Bleaching Agents Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Latin America: Bleaching Agents Market Forecast: Sales Value (in Million US\$), 2023-2028

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