

# **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, Supravani 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?

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