

Asia Pacific Optical Brighteners Market (2019-2025)

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Abstracts

The Asia Pacific Optical Brighteners Market would witness market growth of 7.03% CAGR during the forecast period (2019-2025). The key factor for regional growth is anticipated to be rapid industrialization coupled with growing paper and textile industries in emerging economies like India and China. It has also been expected that the increase in foreign direct investment in India will lead to market growth in the coming years.

Indonesia is one of the key suppliers of raw materials to various European manufacturers and this implies the export of a considerable amount of raw material to European manufacturers such as diamino stilbene disulfonic acid (DAST). The market for optical brighteners in Indonesia is expected to grow significantly due to increased consumer demand for whitening agents from numerous consumer products such as dishwashing agents, soaps, detergents. Increased investments from different multinationals are expected to be a crucial factor in higher production capacity.

Consumer product sub-segment recorded a larger market share in the end-use segment in 2018 and is expected to continue this trend over the years to come. Emerging economies and their governments like those of China and India are supporting their local brightener-based optical products manufacturers and R&D institutions to boost their production volumes.

An increase in the demand for paper products with a supreme aesthetic appeal is anticipated to be the key driving factor for the market in the forecast period. In the detergents and soaps sector, optical brighteners are probably the most commonly used chemicals. In laundry detergents, the use of optical brighteners helps the clothes look brighter and cleaner. The previously mentioned factors are projected to influence the market demand for optical fibers over the coming years.

For shampoos and conditioners, the cosmetic industry also uses fluorescent brighteners to improve luminosity. In addition, they are also used to counteract the effects of aging and dust in skincare products such as concealers and face washes. Last but not least, this chemical is also commonly used in the paint industry. Plastic paints and emulsions are the norms of the day because of continuous progress in this field. Fluorescent brighteners are used to build walls that avoid the weather and dust effects and maintain the look over a long period of time.

Based on Application, the market is segmented into Paper, Fabric, Detergents & Soaps, Synthetics & Plastics and Others Applications. Based on End Use, the market is segmented into Consumer Product, Textiles & Apparel, Security & Safety, Packaging and Other End Use. The report also covers geographical segmentation of Asia Pacific Optical Brighteners market. The countries included in the report are China, India, Japan, Australia, South Korea, Singapore and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Huntsman Corporation, BASF SE, RPM International Inc., Eastman Chemical Company, 3V Sigma SpA (3V, Inc.), Archroma, Milliken & Company (Keystone Aniline Corporation), Teh Fong Min International Co., Ltd., Blankophor GmbH & Co. KG (Fengler Beteiligungs GmbH), Akzo Nobel N.V.

Scope of the Study

Market Segmentation:

By Application

Paper

Fabric

Detergents & Soaps

Synthetics & Plastics and

Others Applications

By End Use

Consumer Product

Textiles & Apparel

Security & Safety

Packaging and

Other End Use

By Country

China

India

Japan

Australia

South Korea

Singapore

Rest of Asia Pacific

Companies Profiled

Huntsman Corporation

BASF SE

RPM International, Inc.

Eastman Chemical Company

3V Sigma SpA (3V, Inc.)

Archroma

Milliken & Company (Keystone Aniline Corporation)

Teh Fong Min International Co., Ltd.

Blankophor GmbH & Co. KG (Fengler Beteiligungs GmbH)

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