

# Europe Optical Brighteners Market (2019-2025)

<https://marketpublishers.com/r/EEFEF6F31081EN.html>

Date: December 2019

Pages: 72

Price: US\$ 1,500.00 (Single User License)

ID: EEFEF6F31081EN

## Abstracts

The Europe Optical Brighteners Market would witness market growth of 5.84% CAGR during the forecast period (2019-2025). Increased demand from the cosmetic industry for optical brighteners has fueled market growth for optical brighteners across the globe. These chemicals are used to brighten the dark areas of the skin around the eyes like dark circles.

Most paper companies are using optical brighteners to enhance the paper's visibility, which would eventually increase demand. Optical brighteners are also used to improve the fabrics' appearance. In certain polyols, like polyethylene glycol, it's used as an additive to increase the emissions of blue light and thus promote market growth. Nevertheless, the government imposes strict regulations along with which the paper industry is also declining. The two factors could collectively hamper the growth of the optical brightener market.

The fabric application segment is also expected to see promising growth over the forecast period due to consumer inclination towards bright and durable fabrics. Companies use different optical brightener formulations to produce end-products of high quality. Consumers concentrate on convenience as well as improving the functionality of their dishwashing and laundry agents, which will have a positive impact on the demand of the product.

Security and safety section has also experienced substantial demand in the past due to a wide range of applications including fluorescence on banknotes and product labels. Numerous superior optical brighteners' features, like blue light emissions and high transparency, have led to an increase in the demand for the chemical in this segment.

Due to their excellent whitening properties, optical brighteners are widely used in the cosmetics industry. Brightening agents have been used in various cosmetic products to

minimize dark skin shades and circles. In cosmetic products, whitening agents play a key role. Cosmetic companies use stilbene and diphenyl pyrazoline mainly to enhance product quality. In the near future, this is expected to fuel the demand for optical brighteners. Also, for whitening pulp and paper products, optical brighteners are used extensively. Through applying fluorescent agents to paper pulp, they improve their attractiveness. The increased demand for paper products worldwide has been projected to drive the optical brightening market in the years to come.

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 Europe Optical Brighteners market. The countries included in the report are Germany, UK, France, Russia, Spain, Italy and Rest of Europe.

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

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

## 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)

Akzo Nobel N.V.

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