

Global Optical Brighteners Market (2019-2025)

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Abstracts

The Global Optical Brighteners Market size is expected to reach \$1,133.23 million by 2025, rising at a market growth of 6.17% CAGR during the forecast period. Optical brighteners are also called as optical brightening agents or fluorescent whitening agents. These are chemical compounds that absorb light in the electromagnetic spectrum's ultraviolet region; these re-emit light in the blue region with the help of fluorescence. Optical brighteners are applied by the whitening effect to enhance the appearance of paper and fabric.

In laundry detergents, optical brighteners are usually used to improve the appearance of clothes. They can also be used in cosmetics and high brightness papers. Several modern eyes and face powder products contain microspheres of optical brightener that help brighten dark areas of the skin.

Stilbene, coumarin, and diphenyl pyrazoline are the main brightener chemicals. These brighteners are mainly used in the textile, detergent, paper, beauty products, and plastic industries. Due to low volatility and excellent chemical stability, optical brighteners are highly water-soluble. Also, because of the high compatibility with other pigments and dyes, the brighteners are widely used in the cosmetics and plastics industries.

The detergent industry is the biggest user of fluorescent brighteners. Clothes naturally lose their whiteness over a period of time. Optical brightening agents are commonly used in detergents not only to preserve the whiteness but also to improve the overall brightness of the fabric by converting colors of low density to those of high density.

Europe has the highest number of manufacturers of optical brighteners. There has been a major shift in demand from the region of Europe and America to the economies of the Asia Pacific and Latin America. In addition, the market was negatively affected by the collapse of paper mills in Europe and the U.S. combined with consolidation in the

industry. A surge in the demand for fluorescent whitening agents in the Asia Pacific region from different applications including fabric softeners, detergents, teeth whitener, textiles, and paper whitening has provided a massive boost to overall demand.

Growth in industries like chemicals, paper, and textiles is responsible for the high demand for products, and this pattern is projected to continue over the forecast period. Market expansion is also fuelled by upcoming development projects in different countries such as France, Germany, China, and India in the chemical industry. A decline in oil prices led to fluctuations in the prices of raw materials and market volatility. Due to this trend, resellers and consumers of optical brighteners have experienced a reduction in margins.

Owing to its contribution to the economy and high employment potential, the textile industry is at the heart of this development. Adopting these technological advances is now important for manufacturing units to stay competitive in the global scenario and continually work towards the industry's growth. Optical brightening agents are special dyes that soak up ultraviolet light and re-emit light, usually at 420-470 nm, in the blue region. This procedure is called the "whitening effect," which is widely used without the damaging effects of bleaching to improve the appearance of certain colors. Yellow tones appear whiter by increasing the amount of reflected blue light. Membrane technology can be used to catch and focus on the reusable optical brightening agent to reduce operating costs in the textile and paper industries. Such compounds are included in the formulation of commercial detergents to improve whiteness and enhance color intensification.

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 Optical Brighteners market. The geographies included in the report are North America, Europe, Asia Pacific, and Latin America, Middle East & Africa. For the better analysis, the geographies are segmented into countries.

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 Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Singapore

Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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.

Unique Offerings from KBV Research

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Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Global Optical Brighteners Market, by Application
 - 1.4.2 Global Optical Brighteners Market, by End Use
 - 1.4.3 Global Optical Brighteners Market, by Geography
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. GLOBAL OPTICAL BRIGHTENERS MARKET BY APPLICATION

- 3.1.1.1 Global Paper Market by Region
- 3.1.1.2 Global Fabric Market by Region
- 3.1.1.3 Global Detergents & Soaps Market by Region
- 3.1.1.4 Global Synthetics & Plastics Market by Region
- 3.1.1.5 Global Others Applications Market by Region

CHAPTER 4. GLOBAL OPTICAL BRIGHTENERS MARKET BY END-USE

- 4.1 Global Consumer Product Market by Region
- 4.2 Global Textiles & Apparel Market by Region
- 4.3 Global Security & Safety Market by Region
- 4.4 Global Packaging Market by Region
- 4.5 Global Other End Use Market by Region

CHAPTER 5. GLOBAL OPTICAL BRIGHTENERS MARKET BY REGION

5.1 North America Optical Brighteners Market

5.1.1 North America Optical Brighteners Market by Application

5.1.1.1 North America Paper Market by Country

5.1.1.2 North America Fabric Market by Country

5.1.1.3 North America Detergents & Soaps Market by Country

5.1.1.4 North America Synthetics & Plastics Market by Country

5.1.1.5 North America Others Applications Market by Country

5.1.2 North America Optical Brighteners Market by End Use

5.1.2.1 North America Consumer Product Market by Country

5.1.2.2 North America Textiles & Apparel Market by Country

5.1.2.3 North America Security & Safety Market by Country

5.1.2.4 North America Packaging Market by Country

5.1.2.5 North America Other End Use Market by Country

5.1.3 North America Optical Brighteners Market by Country

5.1.3.1 USA Optical Brighteners Market

5.1.3.1.1 USA Optical Brighteners Market by Application

5.1.3.1.2 USA Optical Brighteners Market by End Use

5.1.3.2 Canada Optical Brighteners Market

5.1.3.2.1 Canada Optical Brighteners Market by Application

5.1.3.2.2 Canada Optical Brighteners Market by End Use

5.1.3.3 Mexico Optical Brighteners Market

5.1.3.3.1 Mexico Optical Brighteners Market by Application

5.1.3.3.2 Mexico Optical Brighteners Market by End Use

5.1.3.4 Rest of North America Optical Brighteners Market

5.1.3.4.1 Rest of North America Optical Brighteners Market by Application

5.1.3.4.2 Rest of North America Optical Brighteners Market by End Use

5.2 Europe Optical Brighteners Market

5.2.1 Europe Optical Brighteners Market by Application

5.2.1.1 Europe Paper Market by Country

5.2.1.2 Europe Fabric Market by Country

5.2.1.3 Europe Detergents & Soaps Market by Country

5.2.1.4 Europe Synthetics & Plastics Market by Country

5.2.1.5 Europe Others Applications Market by Country

5.2.2 Europe Optical Brighteners Market by End Use

5.2.2.1 Europe Consumer Product Market by Country

5.2.2.2 Europe Textiles & Apparel Market by Country

5.2.2.3 Europe Security & Safety Market by Country

5.2.2.4 Europe Packaging Market by Country

- 5.2.2.5 Europe Other End Use Market by Country
- 5.2.3 Europe Optical Brighteners Market by Country
 - 5.2.3.1 Germany Optical Brighteners Market
 - 5.2.3.1.1 Germany Optical Brighteners Market by Application
 - 5.2.3.1.2 Germany Optical Brighteners Market by End Use
 - 5.2.3.2 UK Optical Brighteners Market
 - 5.2.3.2.1 UK Optical Brighteners Market by Application
 - 5.2.3.2.2 UK Optical Brighteners Market by End Use
 - 5.2.3.3 France Optical Brighteners Market
 - 5.2.3.3.1 France Optical Brighteners Market by Application
 - 5.2.3.3.2 France Optical Brighteners Market by End Use
 - 5.2.3.4 Russia Optical Brighteners Market
 - 5.2.3.4.1 Russia Optical Brighteners Market by Application
 - 5.2.3.4.2 Russia Optical Brighteners Market by End Use
 - 5.2.3.5 Spain Optical Brighteners Market
 - 5.2.3.5.1 Spain Optical Brighteners Market by Application
 - 5.2.3.5.2 Spain Optical Brighteners Market by End Use
 - 5.2.3.6 Italy Optical Brighteners Market
 - 5.2.3.6.1 Italy Optical Brighteners Market by Application
 - 5.2.3.6.2 Italy Optical Brighteners Market by End Use
 - 5.2.3.7 Rest of Europe Optical Brighteners Market
 - 5.2.3.7.1 Rest of Europe Optical Brighteners Market by Application
 - 5.2.3.7.2 Rest of Europe Optical Brighteners Market by End Use
- 5.3 Asia Pacific Optical Brighteners Market
 - 5.3.1 Asia Pacific Optical Brighteners Market by Application
 - 5.3.1.1 Asia Pacific Paper Market by Country
 - 5.3.1.2 Asia Pacific Fabric Market by Country
 - 5.3.1.3 Asia Pacific Detergents & Soaps Market by Country
 - 5.3.1.4 Asia Pacific Synthetics & Plastics Market by Country
 - 5.3.1.5 Asia Pacific Others Applications Market by Country
 - 5.3.2 Asia Pacific Optical Brighteners Market by End Use
 - 5.3.2.1 Asia Pacific Consumer Product Market by Country
 - 5.3.2.1.1 Asia Pacific Textiles & Apparel Market by Country
 - 5.3.2.1.2 Asia Pacific Security & Safety Market by Country
 - 5.3.2.1.3 Asia Pacific Packaging Market by Country
 - 5.3.2.1.4 Asia Pacific Other End Use Market by Country
 - 5.3.3 Asia Pacific Optical Brighteners Market by Country
 - 5.3.3.1 China Optical Brighteners Market
 - 5.3.3.1.1 China Optical Brighteners Market by Application

- 5.3.3.1.2 China Optical Brighteners Market by End Use
- 5.3.3.2 India Optical Brighteners Market
 - 5.3.3.2.1 India Optical Brighteners Market by Application
 - 5.3.3.2.2 India Optical Brighteners Market by End Use
- 5.3.3.3 Japan Optical Brighteners Market
 - 5.3.3.3.1 Japan Optical Brighteners Market by Application
 - 5.3.3.3.2 Japan Optical Brighteners Market by End Use
- 5.3.3.4 Australia Optical Brighteners Market
 - 5.3.3.4.1 Australia Optical Brighteners Market by Application
 - 5.3.3.4.2 Australia Optical Brighteners Market by End Use
- 5.3.3.5 South Korea Optical Brighteners Market
 - 5.3.3.5.1 South Korea Optical Brighteners Market by Application
 - 5.3.3.5.2 South Korea Optical Brighteners Market by End Use
- 5.3.3.6 Singapore Optical Brighteners Market
 - 5.3.3.6.1 Singapore Optical Brighteners Market by Application
 - 5.3.3.6.2 Singapore Optical Brighteners Market by End Use
- 5.3.3.7 Rest of Asia Pacific Optical Brighteners Market
 - 5.3.3.7.1 Rest of Asia Pacific Optical Brighteners Market by Application
 - 5.3.3.7.2 Rest of Asia Pacific Optical Brighteners Market by End Use
- 5.4 LAMEA Optical Brighteners Market
 - 5.4.1 LAMEA Optical Brighteners Market by Application
 - 5.4.1.1 LAMEA Paper Market by Country
 - 5.4.1.2 LAMEA Fabric Market by Country
 - 5.4.1.3 LAMEA Detergents & Soaps Market by Country
 - 5.4.1.4 LAMEA Synthetics & Plastics Market by Country
 - 5.4.1.5 LAMEA Others Applications Market by Country
 - 5.4.2 LAMEA Optical Brighteners Market by End Use
 - 5.4.2.1 LAMEA Consumer Product Market by Country
 - 5.4.2.2 LAMEA Textiles & Apparel Market by Country
 - 5.4.2.3 LAMEA Security & Safety Market by Country
 - 5.4.2.4 LAMEA Packaging Market by Country
 - 5.4.2.5 LAMEA Other End Use Market by Country
 - 5.4.3 LAMEA Optical Brighteners Market by Country
 - 5.4.3.1 Brazil Optical Brighteners Market
 - 5.4.3.1.1 Brazil Optical Brighteners Market by Application
 - 5.4.3.1.2 Brazil Optical Brighteners Market by End Use
 - 5.4.3.2 Argentina Optical Brighteners Market
 - 5.4.3.2.1 Argentina Optical Brighteners Market by Application
 - 5.4.3.2.2 Argentina Optical Brighteners Market by End Use

- 5.4.3.3 UAE Optical Brighteners Market
 - 5.4.3.3.1 UAE Optical Brighteners Market by Application
 - 5.4.3.3.2 UAE Optical Brighteners Market by End Use
- 5.4.3.4 Saudi Arabia Optical Brighteners Market
 - 5.4.3.4.1 Saudi Arabia Optical Brighteners Market by Application
 - 5.4.3.4.2 Saudi Arabia Optical Brighteners Market by End Use
- 5.4.3.5 South Africa Optical Brighteners Market
 - 5.4.3.5.1 South Africa Optical Brighteners Market by Application
 - 5.4.3.5.2 South Africa Optical Brighteners Market by End Use
- 5.4.3.6 Nigeria Optical Brighteners Market
 - 5.4.3.6.1 Nigeria Optical Brighteners Market by Application
 - 5.4.3.6.2 Nigeria Optical Brighteners Market by End Use
- 5.4.3.7 Rest of LAMEA Optical Brighteners Market
 - 5.4.3.7.1 Rest of LAMEA Optical Brighteners Market by Application
 - 5.4.3.7.2 Rest of LAMEA Optical Brighteners Market by End Use

CHAPTER 6. COMPANY PROFILES

- 6.1 Huntsman Corporation
 - 6.1.1 Company Overview
 - 6.1.2 Financial Analysis
 - 6.1.3 Segment and Regional Analysis
 - 6.1.4 Research & Development Expense
- 6.2 BASF SE
 - 6.2.1 Company Overview
 - 6.2.2 Financial Analysis
 - 6.2.3 Segmental and Regional Analysis
 - 6.2.4 Research & Development Expense
 - 6.2.5 Recent strategies and developments:
 - 6.2.5.1 Geographical Expansions:
- 6.3 RPM International, Inc.
 - 6.3.1 Company Overview
 - 6.3.2 Financial Analysis
 - 6.3.3 Segmental and Regional Analysis
 - 6.3.4 Research & Development Expense
- 6.4 Eastman Chemical Company
 - 6.4.1 Company Overview
 - 6.4.2 Financial Analysis
 - 6.4.3 Segmental and Regional Analysis

- 6.4.4 Research & Development Expense
- 6.5 3V Sigma SpA (3V, Inc.)
 - 6.5.1 Company Overview
- 6.6 Archroma
 - 6.6.1 Company Overview
 - 6.6.2 Recent strategies and developments:
 - 6.6.2.1 Acquisition and Mergers:
 - 6.6.2.2 Product Launches and Product Expansions:
- 6.7 Milliken & Company (Keystone Aniline Corporation)
 - 6.7.1 Company Overview
- 6.8 Teh Fong Min International Co., Ltd.
 - 6.8.1 Company Overview
- 6.9 Blankophor GmbH & Co. KG (Fengler Beteiligungs GmbH)
 - 6.9.1 Company Overview
- 6.1 Akzo Nobel N.V.
 - 6.10.1 Company Overview
 - 6.10.2 Financial Analysis
 - 6.10.3 Regional & Segmental Analysis
 - 6.10.4 Research & Development Expenses

List Of Tables

LIST OF TABLES

TABLE 1 GLOBAL OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 2 GLOBAL OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 3 GLOBAL OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 4 GLOBAL OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 5 GLOBAL PAPER MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 6 GLOBAL PAPER MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 7 GLOBAL FABRIC MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 8 GLOBAL FABRIC MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 9 GLOBAL DETERGENTS & SOAPS MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 10 GLOBAL DETERGENTS & SOAPS MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 11 GLOBAL SYNTHETICS & PLASTICS MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 12 GLOBAL SYNTHETICS & PLASTICS MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 13 GLOBAL OTHERS APPLICATIONS MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 14 GLOBAL OTHERS APPLICATIONS MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 15 GLOBAL OPTICAL BRIGHTENERS MARKET BY END-USE, 2015 - 2018, USD MILLION

TABLE 16 GLOBAL OPTICAL BRIGHTENERS MARKET BY END-USE, 2019 - 2025, USD MILLION

TABLE 17 GLOBAL CONSUMER PRODUCT MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 18 GLOBAL CONSUMER PRODUCT MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 19 GLOBAL TEXTILES & APPAREL MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 20 GLOBAL TEXTILES & APPAREL MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 21 GLOBAL SECURITY & SAFETY MARKET BY REGION, 2015 - 2018, USD

MILLION

TABLE 22 GLOBAL SECURITY & SAFETY MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 23 GLOBAL PACKAGING MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 24 GLOBAL PACKAGING MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 25 GLOBAL OTHER END USE MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 26 GLOBAL OTHER END USE MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 27 GLOBAL OPTICAL BRIGHTENERS MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 28 GLOBAL OPTICAL BRIGHTENERS MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 29 NORTH AMERICA OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 30 NORTH AMERICA OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 31 NORTH AMERICA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 32 NORTH AMERICA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 33 NORTH AMERICA PAPER MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 34 NORTH AMERICA PAPER MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 35 NORTH AMERICA FABRIC MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 36 NORTH AMERICA FABRIC MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 37 NORTH AMERICA DETERGENTS & SOAPS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 38 NORTH AMERICA DETERGENTS & SOAPS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 39 NORTH AMERICA SYNTHETICS & PLASTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 40 NORTH AMERICA SYNTHETICS & PLASTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 41 NORTH AMERICA OTHERS APPLICATIONS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 42 NORTH AMERICA OTHERS APPLICATIONS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 43 NORTH AMERICA OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 44 NORTH AMERICA OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 45 NORTH AMERICA CONSUMER PRODUCT MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 46 NORTH AMERICA CONSUMER PRODUCT MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 47 NORTH AMERICA TEXTILES & APPAREL MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 48 NORTH AMERICA TEXTILES & APPAREL MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 49 NORTH AMERICA SECURITY & SAFETY MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 50 NORTH AMERICA PACKAGING MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 51 NORTH AMERICA PACKAGING MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 52 NORTH AMERICA OTHER END USE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 53 NORTH AMERICA OTHER END USE MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 54 NORTH AMERICA OPTICAL BRIGHTENERS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 55 NORTH AMERICA OPTICAL BRIGHTENERS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 56 USA OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 57 USA OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 58 USA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 59 USA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 60 USA OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 61 USA OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 62 CANADA OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 63 CANADA OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 64 CANADA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 65 CANADA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 66 CANADA OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 67 CANADA OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 68 MEXICO OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 69 MEXICO OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 70 MEXICO OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 71 MEXICO OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 72 MEXICO OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 73 MEXICO OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 74 REST OF NORTH AMERICA OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 75 REST OF NORTH AMERICA OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 76 REST OF NORTH AMERICA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 77 REST OF NORTH AMERICA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 78 REST OF NORTH AMERICA OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 79 REST OF NORTH AMERICA OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 80 EUROPE OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 81 EUROPE OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 82 EUROPE OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 83 EUROPE OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 84 EUROPE PAPER MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 85 EUROPE PAPER MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 86 EUROPE FABRIC MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 87 EUROPE FABRIC MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 88 EUROPE DETERGENTS & SOAPS MARKET BY COUNTRY, 2015 - 2018,
USD MILLION

TABLE 89 EUROPE DETERGENTS & SOAPS MARKET BY COUNTRY, 2019 - 2025,
USD MILLION

TABLE 90 EUROPE SYNTHETICS & PLASTICS MARKET BY COUNTRY, 2015 -
2018, USD MILLION

TABLE 91 EUROPE SYNTHETICS & PLASTICS MARKET BY COUNTRY, 2019 -
2025, USD MILLION

TABLE 92 EUROPE OTHERS APPLICATIONS MARKET BY COUNTRY, 2015 - 2018,
USD MILLION

TABLE 93 EUROPE OTHERS APPLICATIONS MARKET BY COUNTRY, 2019 - 2025,
USD MILLION

TABLE 94 EUROPE OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018,
USD MILLION

TABLE 95 EUROPE OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025,
USD MILLION

TABLE 96 EUROPE CONSUMER PRODUCT MARKET BY COUNTRY, 2015 - 2018,
USD MILLION

TABLE 97 EUROPE CONSUMER PRODUCT MARKET BY COUNTRY, 2019 - 2025,
USD MILLION

TABLE 98 EUROPE TEXTILES & APPAREL MARKET BY COUNTRY, 2015 - 2018,
USD MILLION

TABLE 99 EUROPE TEXTILES & APPAREL MARKET BY COUNTRY, 2019 - 2025,
USD MILLION

TABLE 100 EUROPE SECURITY & SAFETY MARKET BY COUNTRY, 2015 - 2018,
USD MILLION

TABLE 101 EUROPE SECURITY & SAFETY MARKET BY COUNTRY, 2019 - 2025,
USD MILLION

TABLE 102 EUROPE PACKAGING MARKET BY COUNTRY, 2015 - 2018, USD
MILLION

TABLE 103 EUROPE PACKAGING MARKET BY COUNTRY, 2019 - 2025, USD
MILLION

TABLE 104 EUROPE OTHER END USE MARKET BY COUNTRY, 2015 - 2018, USD
MILLION

TABLE 105 EUROPE OTHER END USE MARKET BY COUNTRY, 2019 - 2025, USD
MILLION

TABLE 106 EUROPE OPTICAL BRIGHTENERS MARKET BY COUNTRY, 2015 -

2018, USD MILLION

TABLE 107 EUROPE OPTICAL BRIGHTENERS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 108 GERMANY OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 109 GERMANY OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 110 GERMANY OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 111 GERMANY OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 112 GERMANY OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 113 GERMANY OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 114 UK OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 115 UK OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 116 UK OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 117 UK OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 118 UK OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 119 UK OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 120 FRANCE OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 121 FRANCE OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 122 FRANCE OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 123 FRANCE OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 124 FRANCE OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 125 FRANCE OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 126 RUSSIA OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 127 RUSSIA OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 128 RUSSIA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 129 RUSSIA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 130 RUSSIA OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 131 RUSSIA OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 132 SPAIN OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 133 SPAIN OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 134 SPAIN OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 135 SPAIN OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 136 SPAIN OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 137 SPAIN OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 138 ITALY OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 139 ITALY OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 140 ITALY OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 141 ITALY OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 142 ITALY OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 143 ITALY OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 144 REST OF EUROPE OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 145 REST OF EUROPE OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 146 REST OF EUROPE OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 147 REST OF EUROPE OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 148 REST OF EUROPE OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 149 REST OF EUROPE OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 150 ASIA PACIFIC OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD

MILLION

TABLE 151 ASIA PACIFIC OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 152 ASIA PACIFIC OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 153 ASIA PACIFIC OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 154 ASIA PACIFIC PAPER MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 155 ASIA PACIFIC PAPER MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 156 ASIA PACIFIC FABRIC MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 157 ASIA PACIFIC FABRIC MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 158 ASIA PACIFIC DETERGENTS & SOAPS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 159 ASIA PACIFIC DETERGENTS & SOAPS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 160 ASIA PACIFIC SYNTHETICS & PLASTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 161 ASIA PACIFIC SYNTHETICS & PLASTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 162 ASIA PACIFIC OTHERS APPLICATIONS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 163 ASIA PACIFIC OTHERS APPLICATIONS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 164 ASIA PACIFIC OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 165 ASIA PACIFIC OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 166 ASIA PACIFIC CONSUMER PRODUCT MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 167 ASIA PACIFIC CONSUMER PRODUCT MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 168 ASIA PACIFIC TEXTILES & APPAREL MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 169 ASIA PACIFIC TEXTILES & APPAREL MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 170 ASIA PACIFIC SECURITY & SAFETY MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 171 ASIA PACIFIC SECURITY & SAFETY MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 172 ASIA PACIFIC PACKAGING MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 173 ASIA PACIFIC PACKAGING MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 174 ASIA PACIFIC OTHER END USE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 175 ASIA PACIFIC OTHER END USE MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 176 ASIA PACIFIC OPTICAL BRIGHTENERS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 177 ASIA PACIFIC OPTICAL BRIGHTENERS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 178 CHINA OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 179 CHINA OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 180 CHINA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 181 CHINA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 182 CHINA OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 183 CHINA OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 184 INDIA OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 185 INDIA OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 186 INDIA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 187 INDIA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 188 INDIA OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 189 INDIA OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 190 JAPAN OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 191 JAPAN OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 192 JAPAN OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 -

2018, USD MILLION

TABLE 193 JAPAN OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 194 JAPAN OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 195 JAPAN OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 196 AUSTRALIA OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 197 AUSTRALIA OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 198 AUSTRALIA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 199 AUSTRALIA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 200 AUSTRALIA OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 201 AUSTRALIA OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 202 SOUTH KOREA OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 203 SOUTH KOREA OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 204 SOUTH KOREA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 205 SOUTH KOREA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 206 SOUTH KOREA OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 207 SOUTH KOREA OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 208 SINGAPORE OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 209 SINGAPORE OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 210 SINGAPORE OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 211 SINGAPORE OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 212 SINGAPORE OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 213 SINGAPORE OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 214 REST OF ASIA PACIFIC OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 215 REST OF ASIA PACIFIC OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 216 REST OF ASIA PACIFIC OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 217 REST OF ASIA PACIFIC OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 218 REST OF ASIA PACIFIC OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 219 REST OF ASIA PACIFIC OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 220 LAMEA OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 221 LAMEA OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 222 LAMEA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 223 LAMEA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 224 LAMEA PAPER MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 225 LAMEA PAPER MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 226 LAMEA FABRIC MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 227 LAMEA FABRIC MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 228 LAMEA DETERGENTS & SOAPS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 229 LAMEA DETERGENTS & SOAPS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 230 LAMEA SYNTHETICS & PLASTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 231 LAMEA SYNTHETICS & PLASTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 232 LAMEA OTHERS APPLICATIONS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 233 LAMEA OTHERS APPLICATIONS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 234 LAMEA OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018,

USD MILLION

TABLE 235 LAMEA OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025,
USD MILLION

TABLE 236 LAMEA CONSUMER PRODUCT MARKET BY COUNTRY, 2015 - 2018,
USD MILLION

TABLE 237 LAMEA CONSUMER PRODUCT MARKET BY COUNTRY, 2019 - 2025,
USD MILLION

TABLE 238 LAMEA TEXTILES & APPAREL MARKET BY COUNTRY, 2015 - 2018,
USD MILLION

TABLE 239 LAMEA TEXTILES & APPAREL MARKET BY COUNTRY, 2019 - 2025,
USD MILLION

TABLE 240 LAMEA SECURITY & SAFETY MARKET BY COUNTRY, 2015 - 2018,
USD MILLION

TABLE 241 LAMEA SECURITY & SAFETY MARKET BY COUNTRY, 2019 - 2025,
USD MILLION

TABLE 242 LAMEA PACKAGING MARKET BY COUNTRY, 2015 - 2018, USD
MILLION

TABLE 243 LAMEA PACKAGING MARKET BY COUNTRY, 2019 - 2025, USD
MILLION

TABLE 244 LAMEA OTHER END USE MARKET BY COUNTRY, 2015 - 2018, USD
MILLION

TABLE 245 LAMEA OTHER END USE MARKET BY COUNTRY, 2019 - 2025, USD
MILLION

TABLE 246 LAMEA OPTICAL BRIGHTENERS MARKET BY COUNTRY, 2015 - 2018,
USD MILLION

TABLE 247 LAMEA OPTICAL BRIGHTENERS MARKET BY COUNTRY, 2019 - 2025,
USD MILLION

TABLE 248 BRAZIL OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 249 BRAZIL OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 250 BRAZIL OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 -
2018, USD MILLION

TABLE 251 BRAZIL OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 -
2025, USD MILLION

TABLE 252 BRAZIL OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018,
USD MILLION

TABLE 253 BRAZIL OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025,
USD MILLION

TABLE 254 ARGENTINA OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD
MILLION

TABLE 255 ARGENTINA OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 256 ARGENTINA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 257 ARGENTINA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 258 ARGENTINA OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 259 ARGENTINA OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 260 UAE OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 261 UAE OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 262 UAE OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 263 UAE OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 264 UAE OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 265 UAE OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 266 SAUDI ARABIA OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 267 SAUDI ARABIA OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 268 SAUDI ARABIA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 269 SAUDI ARABIA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 270 SAUDI ARABIA OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 271 SAUDI ARABIA OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 272 SOUTH AFRICA OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 273 SOUTH AFRICA OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 274 SOUTH AFRICA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 275 SOUTH AFRICA OPTICAL BRIGHTENERS MARKET BY APPLICATION,

2019 - 2025, USD MILLION

TABLE 276 SOUTH AFRICA OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 277 SOUTH AFRICA OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 278 NIGERIA OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 279 NIGERIA OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 280 NIGERIA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 281 NIGERIA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 282 NIGERIA OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 283 NIGERIA OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 284 REST OF LAMEA OPTICAL BRIGHTENERS MARKET, 2015 - 2018, USD MILLION

TABLE 285 REST OF LAMEA OPTICAL BRIGHTENERS MARKET, 2019 - 2025, USD MILLION

TABLE 286 REST OF LAMEA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 287 REST OF LAMEA OPTICAL BRIGHTENERS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 288 REST OF LAMEA OPTICAL BRIGHTENERS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 289 REST OF LAMEA OPTICAL BRIGHTENERS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 290 KEY INFORMATION – HUNTSMAN CORPORATION

TABLE 291 KEY INFORMATION – BASF SE

TABLE 292 KEY INFORMATION – RPM INTERNATIONAL, INC.

TABLE 293 KEY INFORMATION – EASTMAN CHEMICAL COMPANY

TABLE 294 KEY INFORMATION – 3V SIGMA SPA

TABLE 295 KEY INFORMATION – ARCHROMA

TABLE 296 KEY INFORMATION – MILLIKEN & COMPANY

TABLE 297 KEY INFORMATION – TEH FONG MIN INTERNATIONAL CO., LTD.

TABLE 298 KEY INFORMATION – BLANKOPHOR GMBH & CO. KG

TABLE 299 KEY INFORMATION – AKZO NOBEL N.V.

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

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