

North America Optical Brighteners Market (2019-2025)

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Abstracts

The North America Optical Brighteners Market would witness market growth of 5.18% CAGR during the forecast period (2019-2025). Optical brighteners have been used in a variety of applications (including adhesives and sealants) like detergents, textiles, paper, plastics, cosmetics, and others. Detergents have been the global optical brighteners market's fastest-growing use category in 2018. For laundry applications, optical brighteners are added to detergents.

Brightness is used by detergent manufacturers as a primary marketing strategy. Over the years to come, this is expected to raise demand for optical brighteners. Optical brighteners are also used in cosmetic products like conditioners, shampoos, and eye makeup products for color-correcting or brightening additives. The changing lifestyle patterns are expanding the consumer base for cosmetic products, which is also a prominent factor that can pace up the market potential of optical brighteners during the estimation period.

In addition to these major Optical Brightening Agents consumers, many industries use this chemical compound. The difference among these industries is that instead of using the whitening property, they use the brightening property of optical brightening agents. Due to durable materials as well as cheaper costs, the plastics industry has acquired a substantial market share over the past couple of years. Design and appearance for the products are of great importance. Therefore, plastic items are brightened by optical brightening agents.

Government policies that enable manufacturers to procure production and exploration licenses have helped to increase domestic chemical industry foreign investment in countries like India and China. It is expected that the privatization of state-owned companies like Bayer (Germany) will further foster private investment. An important feature of the market is to increase the production capacity of companies due to rising

demand. Restricted application range, however, may present a challenge to manufacturers and may affect the spending patterns.

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 North America Optical Brighteners market. The countries included in the report are United States, Canada, Mexico and Rest of North America.

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

US

Canada

Mexico

Rest of North America

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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