

# Optical Brighteners Market - Forecasts from 2020 to 2025

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## Abstracts

The optical brighteners market is projected to increase at a CAGR of 5.03% to reach a market size of US\$947,359.728 million in 2025 from US\$705,723.739 million in 2019. Optical brighteners are the chemicals that make fabric appear to glow or fluoresce in the presence of ultraviolet light, also known as fluorescent brighteners or simply brighteners. Growing laundry and cleaning services is considered to be the key driver for market growth in the forecast period. These chemicals are utilized in paper, textiles, medical diagnostics, and other applications. Hence, the rapid expansion of textile, chemical, and paper industry is also expected to fuel the market demand in the forecast period. The optical brighteners market in the APAC region is expected to witness the fastest growth in the forecast period owing to rapid industrialization and expansion of textile, chemical, and paper industry. This is majorly attributed to a high consumer base burgeoning the market demand in end-use industrial applications in the forecast period.

The optical brighteners are regulated by the US FDA (Food and Drug Administration) when used in materials coming in contact with food in the form of plastic and paper packaging. In the case of use in other purposes, for example, when used in the cleaning industry, are monitored by the EPA (Environmental Protection Agency). According to an article by the EPA partnership program, "Key Characteristics of Laundry Detergents", Design for the Environment, DFE, these brighteners may be toxic to mankind. Some are known to cause developmental and reproductive effects, these include Aminotriazine and stilbene-based whiteners. However, further investigations need to be carried in order to provide confirmatory results. Hence, such concerns might hamper market growth in the forecast period. Also, these brighteners are not capable of immediate biodegradation and hence may contribute to bioaccumulation, posing a life threat for the aquatic fauna. Also, in the case of photodegradation of these brighteners, the metabolites generated are not yet known, hence, their true environmental impacts are

also unknown.

However, efforts are being made in the development of green alternatives for textile whitening and this may continue to sustain the market growth in the upcoming years.

BASF optical brighteners include Tinopal® which actually appears brighter than light which strikes them. The applications include clear and pigmented lacquers, paints, molded thermoplastics, films and sheets, printing inks, synthetic leather, ultraviolet tracer, photo processing solutions, adhesives, and fibers.

The company's Xymara™ markers are the first range of inorganic UV fluorescent pigments that provide high-quality, high value-added effects for applications which include Thin layer chromatography, overprint varnishes, and printing inks.

The global optical brighteners industry is projected to soar with a significant growth rate during the tenure of the forecast period due to the flourishing beauty industry.

The increasing interest for cosmetics is being realized among many women at the international level, hence, this is serving as one of the main drivers driving the utilization of cosmetic products on a big scale. The high use of cosmetics and personal care products is mainly attributed to the fact that these women love to explore a range of beauty commodities available in the market, resulting in high market demand for cosmetics, this is further poised to propagate the market growth in the forecast period. Additionally, with the introduction of several independent brands with new and innovative ideas in the cosmetics sector for remaining or becoming beautiful is expected to drive the cosmetic industrial growth in the forecast period. The booming cosmetics' craze is being realized among the younger generation in addition to being realized among the older adults as well. Hence, manufacturers are offered opportunities for the production of cosmetic goods, enhancing the economies of scale with high market demand for cosmetic products. The availability of cosmetic solutions on a large scale includes instant fix solution, skin brightening creams and lotions, and other skin products which are becoming quite common these days. This is majorly due to the high adoption among the older generation who desire to look good and hence, are ready to pay a high price for premium cosmetics. The reason for high adoption is due to the growing disposable income in the developing regions of the world and high disposable income in the developed regions, also, the presence of geriatric population with high health awareness is further augmenting the market demand for cosmetics and personal care goods.

The surging geriatric population worldwide is one of the major drivers driving the growth of the global cosmetics market with the growth of cosmetic chemicals including brighteners. The growth is driven by the desire to look young and beautiful, and this is attracting customers at the global level, resulting in providing several anti-aging and personal care commodities. The increasing purchasing power with the evolving living standards of the population worldwide, especially from the emerging economies of the world has further raised the demand for grooming products in order to look appealing and attractive. The growing e-commerce industry worldwide is further strengthening the cosmetic market growth in the forecast period and in the coming years. The main reason for the growth of the e-commerce sector is due to the easy access to varied cosmetic products from many international brands. Additionally, the market players in the global cosmetic industry are investing heavily in the research and development for providing innovative and enhanced product portfolio to a range of customers worldwide. This will put a positive impact on the growth of the global cosmetics and personal care industry over the next five years. Geographically, North America and Europe are projected to hold a significant market share in the global cosmetic industry. On the other hand, the Asia Pacific region is expected to soar in the forecast period and is expected to be the fastest-growing region with a high CAGR. The presence of a large number of chemical manufacturers in the North American region is burgeoning the demand for cosmetic chemicals required in cosmetic manufacturing, surging the market growth in the forecast period. The Asia Pacific region is expected to fuel with a high market growth rate with the growing interests of consumers towards enhancing their physical appearance in addition to increasing their personal hygiene. Also, a high consumer base with a growing middle-class population and increasing family income is further adding to the market growth in the forecast period. Furthermore, the growing commercialization of several international brands is propagating the increase in sales for cosmetic products through e-commerce.

#### Segmentation:

##### By Chromophore Type

Stilbene

Coumarin

Azole

Naphthalimide

## By End User

Paper

Textiles

Paints

Medical Diagnostics

Others

## By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Others

Middle East and Africa

UAE

Israel

Saudi Arabia

Others

Asia Pacific

Japan

China

India

Australia

Others

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