

# Optical Brighteners Market - Forecasts from 2019 to 2024

<https://marketpublishers.com/r/O777D94A790DEN.html>

Date: November 2019

Pages: 122

Price: US\$ 3,950.00 (Single User License)

ID: O777D94A790DEN

## Abstracts

The optical brighteners market was valued at US\$2,018.813 million in 2018 and is estimated to grow at a CAGR of 2.52% during the period 2018-2024. Optical Brighteners are synthetic chemicals that are basically used to make clothing appear whiter and brighter and to mask the inherent yellowness of plastic by making it more white and clear. Growing laundry and cleaning sector is considered as the key driver for the growth of the market. The rapid expansion of textile, chemical, and paper industry has played a significant role in the burgeoning utilization of optical brighteners as bleaching agents. However, availability of close substitute is considered as the restraining factor for the growth of the market. Geographically, The Asia Pacific is projected to grow at a substantial rate during the forecast period on account of rapid industrialization and continual expansion in textile and chemical sector.

The Optical Brighteners Market – Forecasts from 2019 to 2024 is an exhaustive study which aims to present the key market trends through various chapters focusing on different aspects of the market. The study provides a detailed market overview through the market dynamics sections which detail key market, drivers, restraints, and opportunities in the current market. The report analyzes key opportunity regional markets, and the current technology penetration through lifecycle analysis. The report also analyzes the market through comprehensive market segmentation by source, end-user industry, and geography.

The Optical brighteners market has been segmented based on source, end-user industry, and geography. By source, the market has been classified into Stilbene, benzoxazole, coumarin, and pyrazolines. Others include tetrasulphonate, coumarin, and pyrazolines. By end-user industry, the market has been segmented as laundry industry, textile industry, paper industry and others. Other industries that utilize these brighteners

include personal care and paint industry.

Regional analysis has been provided with detailed analysis and forecast for the period 2018 to 2024. The global market has been broken down into North America, South America, Europe, Middle East and Africa, and the Asia Pacific regions. The report also analyzes 15 countries across these regions with thorough analysis and forecast along with prevailing market trends and opportunities which each of these countries present for the manufacturers.

Major players in the optical brighteners market have been covered along with their relative competitive position and strategies. The report also mentions recent deals and investments of different market players over the last year. The company profiles section details the business overview, financial performance for the past three years, key products and services being offered along with the recent developments of these important players in the optical brighteners market.

Segmentation:

#### By Source

Stilbene

Benzoxazole

Others

#### By End-User Industry

Laundry Industry

Textile Industry

Paper Industry

Others

#### By Geography

North America

USA

Mexico

Canada

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Others

Asia Pacific

China

Japan

India

South Korea

Others

'The report will be delivered in 3 working days.'

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