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# Global Optical Brighteners Market Growth 2023-2029

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## Abstracts

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Optical brighteners are chemical compounds that absorb light in the ultraviolet and violet region (usually 340-370 nm) of the electromagnetic spectrum, and re-emit light in the blue region (typically 420-470 nm) by fluorescence.

LPI (LP Information)' newest research report, the “Optical Brighteners Industry Forecast” looks at past sales and reviews total world Optical Brighteners sales in 2022, providing a comprehensive analysis by region and market sector of projected Optical Brighteners sales for 2023 through 2029. With Optical Brighteners sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Optical Brighteners industry.

This Insight Report provides a comprehensive analysis of the global Optical Brighteners landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Optical Brighteners portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Optical Brighteners market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Optical Brighteners and breaks down the forecast by type, by application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Optical Brighteners.

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The global Optical Brighteners market size is projected to grow from US$ 640.6 million in 2022 to US$ 925.4 million in 2029; it is expected to grow at a CAGR of 925.4 from 2023 to 2029.

Brighteners are commonly added to laundry detergents to make the clothes appear cleaner. Optical brighteners have replaced bluing which was formerly used to produce the same effect. Brighteners are used in many papers, especially high brightness papers, resulting in their strongly fluorescent appearance under UV illumination. Optical brighteners have also found use in cosmetics. One application is to formulas for washing and conditioning grey or blonde hair, where the brightener can not only increase the luminance and sparkle of the hair, but can also correct dull, yellowish discoloration without darkening the hair.

This report presents a comprehensive overview, market shares, and growth opportunities of Optical Brighteners market by product type, application, key manufacturers and key regions and countries.

Market Segmentation:

Segmentation by type

Styrene Based Brighteners

Coumarin Based Brighteners

Pyrazoline Based Brighteners

Phthalimide Based Brighteners

Others

Segmentation by application

Paper

Fabrics

Detergents & Soaps

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- Synthetics & Plastics

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France
  - UK
  - Italy

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Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

RPM International

BASF

Huntsman Corporation

Clariant

Milliken

Brilliant Group

Aron Universal Ltd

3V Sigma

TEH Fong Min International

Archroma

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Key Questions Addressed in this Report

What is the 10-year outlook for the global Optical Brighteners market?

What factors are driving Optical Brighteners market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Optical Brighteners market opportunities vary by end market size?

How does Optical Brighteners break out type, application?

What are the influences of COVID-19 and Russia-Ukraine war?

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# Contents


## 1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

## 2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global Optical Brighteners Annual Sales 2018-2029
  2.1.2 World Current & Future Analysis for Optical Brighteners by Geographic Region, 2018, 2022 & 2029
  2.1.3 World Current & Future Analysis for Optical Brighteners by Country/Region, 2018, 2022 & 2029
2.2 Optical Brighteners Segment by Type
  2.2.1 Styrene Based Brighteners
  2.2.2 Coumarin Based Brighteners
  2.2.3 Pyrazoline Based Brighteners
  2.2.4 Phthalimide Based Brighteners
  2.2.5 Others
2.3 Optical Brighteners Sales by Type
  2.3.1 Global Optical Brighteners Sales Market Share by Type (2018-2023)
  2.3.2 Global Optical Brighteners Revenue and Market Share by Type (2018-2023)
  2.3.3 Global Optical Brighteners Sale Price by Type (2018-2023)
2.4 Optical Brighteners Segment by Application
  2.4.1 Paper
  2.4.2 Fabrics
  2.4.3 Detergents & Soaps
  2.4.4 Synthetics & Plastics
2.5 Optical Brighteners Sales by Application
  2.5.1 Global Optical Brighteners Sale Market Share by Application (2018-2023)
  2.5.2 Global Optical Brighteners Revenue and Market Share by Application

+44 20 8123 2220
info@marketpublishers.com

(2018-2023)
2.5.3 Global Optical Brighteners Sale Price by Application (2018-2023)

**3 GLOBAL OPTICAL BRIGHTENERS BY COMPANY**

3.1 Global Optical Brighteners Breakdown Data by Company
3.1.1 Global Optical Brighteners Annual Sales by Company (2018-2023)
3.1.2 Global Optical Brighteners Sales Market Share by Company (2018-2023)
3.2 Global Optical Brighteners Annual Revenue by Company (2018-2023)
3.2.1 Global Optical Brighteners Revenue by Company (2018-2023)
3.2.2 Global Optical Brighteners Revenue Market Share by Company (2018-2023)
3.3 Global Optical Brighteners Sale Price by Company
3.4 Key Manufacturers Optical Brighteners Producing Area Distribution, Sales Area, Product Type
3.4.1 Key Manufacturers Optical Brighteners Product Location Distribution
3.4.2 Players Optical Brighteners Products Offered
3.5 Market Concentration Rate Analysis
3.5.1 Competition Landscape Analysis
3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2018-2023)
3.6 New Products and Potential Entrants
3.7 Mergers & Acquisitions, Expansion

**4 WORLD HISTORIC REVIEW FOR OPTICAL BRIGHTENERS BY GEOGRAPHIC REGION**

4.1 World Historic Optical Brighteners Market Size by Geographic Region (2018-2023)
4.1.1 Global Optical Brighteners Annual Sales by Geographic Region (2018-2023)
4.1.2 Global Optical Brighteners Annual Revenue by Geographic Region (2018-2023)
4.2 World Historic Optical Brighteners Market Size by Country/Region (2018-2023)
4.2.1 Global Optical Brighteners Annual Sales by Country/Region (2018-2023)
4.2.2 Global Optical Brighteners Annual Revenue by Country/Region (2018-2023)
4.3 Americas Optical Brighteners Sales Growth
4.4 APAC Optical Brighteners Sales Growth
4.5 Europe Optical Brighteners Sales Growth
4.6 Middle East & Africa Optical Brighteners Sales Growth

**5 AMERICAS**

5.1 Americas Optical Brighteners Sales by Country

+44 20 8123 2220
info@marketpublishers.com

5.1.1 Americas Optical Brighteners Sales by Country (2018-2023)
5.1.2 Americas Optical Brighteners Revenue by Country (2018-2023)
5.2 Americas Optical Brighteners Sales by Type
5.3 Americas Optical Brighteners Sales by Application
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

**6 APAC**

6.1 APAC Optical Brighteners Sales by Region
6.1.1 APAC Optical Brighteners Sales by Region (2018-2023)
6.1.2 APAC Optical Brighteners Revenue by Region (2018-2023)
6.2 APAC Optical Brighteners Sales by Type
6.3 APAC Optical Brighteners Sales by Application
6.4 China
6.5 Japan
6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia
6.10 China Taiwan

**7 EUROPE**

7.1 Europe Optical Brighteners by Country
7.1.1 Europe Optical Brighteners Sales by Country (2018-2023)
7.1.2 Europe Optical Brighteners Revenue by Country (2018-2023)
7.2 Europe Optical Brighteners Sales by Type
7.3 Europe Optical Brighteners Sales by Application
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia

**8 MIDDLE EAST & AFRICA**

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info@marketpublishers.com

8.1 Middle East & Africa Optical Brighteners by Country
8.1.1 Middle East & Africa Optical Brighteners Sales by Country (2018-2023)
8.1.2 Middle East & Africa Optical Brighteners Revenue by Country (2018-2023)
8.2 Middle East & Africa Optical Brighteners Sales by Type
8.3 Middle East & Africa Optical Brighteners Sales by Application
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

**9 MARKET DRIVERS, CHALLENGES AND TRENDS**

9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks
9.3 Industry Trends

**10 MANUFACTURING COST STRUCTURE ANALYSIS**

10.1 Raw Material and Suppliers
10.2 Manufacturing Cost Structure Analysis of Optical Brighteners
10.3 Manufacturing Process Analysis of Optical Brighteners
10.4 Industry Chain Structure of Optical Brighteners

**11 MARKETING, DISTRIBUTORS AND CUSTOMER**

11.1 Sales Channel
11.1.1 Direct Channels
11.1.2 Indirect Channels
11.2 Optical Brighteners Distributors
11.3 Optical Brighteners Customer

**12 WORLD FORECAST REVIEW FOR OPTICAL BRIGHTENERS BY GEOGRAPHIC REGION**

12.1 Global Optical Brighteners Market Size Forecast by Region
12.1.1 Global Optical Brighteners Forecast by Region (2024-2029)
12.1.2 Global Optical Brighteners Annual Revenue Forecast by Region (2024-2029)
12.2 Americas Forecast by Country

+44 20 8123 2220
info@marketpublishers.com

12.3 APAC Forecast by Region
12.4 Europe Forecast by Country
12.5 Middle East & Africa Forecast by Country
12.6 Global Optical Brighteners Forecast by Type
12.7 Global Optical Brighteners Forecast by Application

## 13 KEY PLAYERS ANALYSIS

13.1 RPM International
  13.1.1 RPM International Company Information
  13.1.2 RPM International Optical Brighteners Product Portfolios and Specifications
  13.1.3 RPM International Optical Brighteners Sales, Revenue, Price and Gross Margin (2018-2023)
  13.1.4 RPM International Main Business Overview
  13.1.5 RPM International Latest Developments
13.2 BASF
  13.2.1 BASF Company Information
  13.2.2 BASF Optical Brighteners Product Portfolios and Specifications
  13.2.3 BASF Optical Brighteners Sales, Revenue, Price and Gross Margin (2018-2023)
  13.2.4 BASF Main Business Overview
  13.2.5 BASF Latest Developments
13.3 Huntsman Corporation
  13.3.1 Huntsman Corporation Company Information
  13.3.2 Huntsman Corporation Optical Brighteners Product Portfolios and Specifications
  13.3.3 Huntsman Corporation Optical Brighteners Sales, Revenue, Price and Gross Margin (2018-2023)
  13.3.4 Huntsman Corporation Main Business Overview
  13.3.5 Huntsman Corporation Latest Developments
13.4 Clariant
  13.4.1 Clariant Company Information
  13.4.2 Clariant Optical Brighteners Product Portfolios and Specifications
  13.4.3 Clariant Optical Brighteners Sales, Revenue, Price and Gross Margin (2018-2023)
  13.4.4 Clariant Main Business Overview
  13.4.5 Clariant Latest Developments
13.5 Milliken
  13.5.1 Milliken Company Information

+44 20 8123 2220
info@marketpublishers.com

13.5.2 Milliken Optical Brighteners Product Portfolios and Specifications
13.5.3 Milliken Optical Brighteners Sales, Revenue, Price and Gross Margin (2018-2023)
13.5.4 Milliken Main Business Overview
13.5.5 Milliken Latest Developments
13.6 Brilliant Group
13.6.1 Brilliant Group Company Information
13.6.2 Brilliant Group Optical Brighteners Product Portfolios and Specifications
13.6.3 Brilliant Group Optical Brighteners Sales, Revenue, Price and Gross Margin (2018-2023)
13.6.4 Brilliant Group Main Business Overview
13.6.5 Brilliant Group Latest Developments
13.7 Aron Universal Ltd
13.7.1 Aron Universal Ltd Company Information
13.7.2 Aron Universal Ltd Optical Brighteners Product Portfolios and Specifications
13.7.3 Aron Universal Ltd Optical Brighteners Sales, Revenue, Price and Gross Margin (2018-2023)
13.7.4 Aron Universal Ltd Main Business Overview
13.7.5 Aron Universal Ltd Latest Developments
13.8 3V Sigma
13.8.1 3V Sigma Company Information
13.8.2 3V Sigma Optical Brighteners Product Portfolios and Specifications
13.8.3 3V Sigma Optical Brighteners Sales, Revenue, Price and Gross Margin (2018-2023)
13.8.4 3V Sigma Main Business Overview
13.8.5 3V Sigma Latest Developments
13.9 TEH Fong Min International
13.9.1 TEH Fong Min International Company Information
13.9.2 TEH Fong Min International Optical Brighteners Product Portfolios and Specifications
13.9.3 TEH Fong Min International Optical Brighteners Sales, Revenue, Price and Gross Margin (2018-2023)
13.9.4 TEH Fong Min International Main Business Overview
13.9.5 TEH Fong Min International Latest Developments
13.10 Archroma
13.10.1 Archroma Company Information
13.10.2 Archroma Optical Brighteners Product Portfolios and Specifications
13.10.3 Archroma Optical Brighteners Sales, Revenue, Price and Gross Margin (2018-2023)

+44 20 8123 2220
info@marketpublishers.com

13.10.4 Archroma Main Business Overview
13.10.5 Archroma Latest Developments

## 14 RESEARCH FINDINGS AND CONCLUSION

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info@marketpublishers.com

# List Of Tables

## LIST OF TABLES

Table 1. Optical Brighteners Annual Sales CAGR by Geographic Region (2018, 2022 & 2029) & ($ millions)
Table 2. Optical Brighteners Annual Sales CAGR by Country/Region (2018, 2022 & 2029) & ($ millions)
Table 3. Major Players of Styrene Based Brighteners
Table 4. Major Players of Coumarin Based Brighteners
Table 5. Major Players of Pyrazoline Based Brighteners
Table 6. Major Players of Phthalimide Based Brighteners
Table 7. Major Players of Others
Table 8. Global Optical Brighteners Sales by Type (2018-2023) & (K MT)
Table 9. Global Optical Brighteners Sales Market Share by Type (2018-2023)
Table 10. Global Optical Brighteners Revenue by Type (2018-2023) & ($ million)
Table 11. Global Optical Brighteners Revenue Market Share by Type (2018-2023)
Table 12. Global Optical Brighteners Sale Price by Type (2018-2023) & (USD/MT)
Table 13. Global Optical Brighteners Sales by Application (2018-2023) & (K MT)
Table 14. Global Optical Brighteners Sales Market Share by Application (2018-2023)
Table 15. Global Optical Brighteners Revenue by Application (2018-2023)
Table 16. Global Optical Brighteners Revenue Market Share by Application (2018-2023)
Table 17. Global Optical Brighteners Sale Price by Application (2018-2023) & (USD/MT)
Table 18. Global Optical Brighteners Sales by Company (2018-2023) & (K MT)
Table 19. Global Optical Brighteners Sales Market Share by Company (2018-2023)
Table 20. Global Optical Brighteners Revenue by Company (2018-2023) ($ Millions)
Table 21. Global Optical Brighteners Revenue Market Share by Company (2018-2023)
Table 22. Global Optical Brighteners Sale Price by Company (2018-2023) & (USD/MT)
Table 23. Key Manufacturers Optical Brighteners Producing Area Distribution and Sales Area
Table 24. Players Optical Brighteners Products Offered
Table 25. Optical Brighteners Concentration Ratio (CR3, CR5 and CR10) & (2018-2023)
Table 26. New Products and Potential Entrants
Table 27. Mergers & Acquisitions, Expansion
Table 28. Global Optical Brighteners Sales by Geographic Region (2018-2023) & (K MT)
Table 29. Global Optical Brighteners Sales Market Share Geographic Region (2018-2023)

+44 20 8123 2220
info@marketpublishers.com

Table 30. Global Optical Brighteners Revenue by Geographic Region (2018-2023) & ($ millions)
Table 31. Global Optical Brighteners Revenue Market Share by Geographic Region (2018-2023)
Table 32. Global Optical Brighteners Sales by Country/Region (2018-2023) & (K MT)
Table 33. Global Optical Brighteners Sales Market Share by Country/Region (2018-2023)
Table 34. Global Optical Brighteners Revenue by Country/Region (2018-2023) & ($ millions)
Table 35. Global Optical Brighteners Revenue Market Share by Country/Region (2018-2023)
Table 36. Americas Optical Brighteners Sales by Country (2018-2023) & (K MT)
Table 37. Americas Optical Brighteners Sales Market Share by Country (2018-2023)
Table 38. Americas Optical Brighteners Revenue by Country (2018-2023) & ($ Millions)
Table 39. Americas Optical Brighteners Revenue Market Share by Country (2018-2023)
Table 40. Americas Optical Brighteners Sales by Type (2018-2023) & (K MT)
Table 41. Americas Optical Brighteners Sales by Application (2018-2023) & (K MT)
Table 42. APAC Optical Brighteners Sales by Region (2018-2023) & (K MT)
Table 43. APAC Optical Brighteners Sales Market Share by Region (2018-2023)
Table 44. APAC Optical Brighteners Revenue by Region (2018-2023) & ($ Millions)
Table 45. APAC Optical Brighteners Revenue Market Share by Region (2018-2023)
Table 46. APAC Optical Brighteners Sales by Type (2018-2023) & (K MT)
Table 47. APAC Optical Brighteners Sales by Application (2018-2023) & (K MT)
Table 48. Europe Optical Brighteners Sales by Country (2018-2023) & (K MT)
Table 49. Europe Optical Brighteners Sales Market Share by Country (2018-2023)
Table 50. Europe Optical Brighteners Revenue by Country (2018-2023) & ($ Millions)
Table 51. Europe Optical Brighteners Revenue Market Share by Country (2018-2023)
Table 52. Europe Optical Brighteners Sales by Type (2018-2023) & (K MT)
Table 53. Europe Optical Brighteners Sales by Application (2018-2023) & (K MT)
Table 54. Middle East & Africa Optical Brighteners Sales by Country (2018-2023) & (K MT)
Table 55. Middle East & Africa Optical Brighteners Sales Market Share by Country (2018-2023)
Table 56. Middle East & Africa Optical Brighteners Revenue by Country (2018-2023) & ($ Millions)
Table 57. Middle East & Africa Optical Brighteners Revenue Market Share by Country (2018-2023)
Table 58. Middle East & Africa Optical Brighteners Sales by Type (2018-2023) & (K MT)
Table 59. Middle East & Africa Optical Brighteners Sales by Application (2018-2023) &

+44 20 8123 2220
info@marketpublishers.com

(K MT)
Table 60. Key Market Drivers & Growth Opportunities of Optical Brighteners
Table 61. Key Market Challenges & Risks of Optical Brighteners
Table 62. Key Industry Trends of Optical Brighteners
Table 63. Optical Brighteners Raw Material
Table 64. Key Suppliers of Raw Materials
Table 65. Optical Brighteners Distributors List
Table 66. Optical Brighteners Customer List
Table 67. Global Optical Brighteners Sales Forecast by Region (2024-2029) & (K MT)
Table 68. Global Optical Brighteners Revenue Forecast by Region (2024-2029) & ($ millions)
Table 69. Americas Optical Brighteners Sales Forecast by Country (2024-2029) & (K MT)
Table 70. Americas Optical Brighteners Revenue Forecast by Country (2024-2029) & ($ millions)
Table 71. APAC Optical Brighteners Sales Forecast by Region (2024-2029) & (K MT)
Table 72. APAC Optical Brighteners Revenue Forecast by Region (2024-2029) & ($ millions)
Table 73. Europe Optical Brighteners Sales Forecast by Country (2024-2029) & (K MT)
Table 74. Europe Optical Brighteners Revenue Forecast by Country (2024-2029) & ($ millions)
Table 75. Middle East & Africa Optical Brighteners Sales Forecast by Country (2024-2029) & (K MT)
Table 76. Middle East & Africa Optical Brighteners Revenue Forecast by Country (2024-2029) & ($ millions)
Table 77. Global Optical Brighteners Sales Forecast by Type (2024-2029) & (K MT)
Table 78. Global Optical Brighteners Revenue Forecast by Type (2024-2029) & ($ Millions)
Table 79. Global Optical Brighteners Sales Forecast by Application (2024-2029) & (K MT)
Table 80. Global Optical Brighteners Revenue Forecast by Application (2024-2029) & ($ Millions)
Table 81. RPM International Basic Information, Optical Brighteners Manufacturing Base, Sales Area and Its Competitors
Table 82. RPM International Optical Brighteners Product Portfolios and Specifications
Table 83. RPM International Optical Brighteners Sales (K MT), Revenue ($ Million), Price (USD/MT) and Gross Margin (2018-2023)
Table 84. RPM International Main Business
Table 85. RPM International Latest Developments

+44 20 8123 2220
info@marketpublishers.com

Table 86. BASF Basic Information, Optical Brighteners Manufacturing Base, Sales Area and Its Competitors
Table 87. BASF Optical Brighteners Product Portfolios and Specifications
Table 88. BASF Optical Brighteners Sales (K MT), Revenue ($ Million), Price (USD/MT) and Gross Margin (2018-2023)
Table 89. BASF Main Business
Table 90. BASF Latest Developments
Table 91. Huntsman Corporation Basic Information, Optical Brighteners Manufacturing Base, Sales Area and Its Competitors
Table 92. Huntsman Corporation Optical Brighteners Product Portfolios and Specifications
Table 93. Huntsman Corporation Optical Brighteners Sales (K MT), Revenue ($ Million), Price (USD/MT) and Gross Margin (2018-2023)
Table 94. Huntsman Corporation Main Business
Table 95. Huntsman Corporation Latest Developments
Table 96. Clariant Basic Information, Optical Brighteners Manufacturing Base, Sales Area and Its Competitors
Table 97. Clariant Optical Brighteners Product Portfolios and Specifications
Table 98. Clariant Optical Brighteners Sales (K MT), Revenue ($ Million), Price (USD/MT) and Gross Margin (2018-2023)
Table 99. Clariant Main Business
Table 100. Clariant Latest Developments
Table 101. Milliken Basic Information, Optical Brighteners Manufacturing Base, Sales Area and Its Competitors
Table 102. Milliken Optical Brighteners Product Portfolios and Specifications
Table 103. Milliken Optical Brighteners Sales (K MT), Revenue ($ Million), Price (USD/MT) and Gross Margin (2018-2023)
Table 104. Milliken Main Business
Table 105. Milliken Latest Developments
Table 106. Brilliant Group Basic Information, Optical Brighteners Manufacturing Base, Sales Area and Its Competitors
Table 107. Brilliant Group Optical Brighteners Product Portfolios and Specifications
Table 108. Brilliant Group Optical Brighteners Sales (K MT), Revenue ($ Million), Price (USD/MT) and Gross Margin (2018-2023)
Table 109. Brilliant Group Main Business
Table 110. Brilliant Group Latest Developments
Table 111. Aron Universal Ltd Basic Information, Optical Brighteners Manufacturing Base, Sales Area and Its Competitors
Table 112. Aron Universal Ltd Optical Brighteners Product Portfolios and Specifications

+44 20 8123 2220
info@marketpublishers.com

Table 113. Aron Universal Ltd Optical Brighteners Sales (K MT), Revenue ($ Million), Price (USD/MT) and Gross Margin (2018-2023)
Table 114. Aron Universal Ltd Main Business
Table 115. Aron Universal Ltd Latest Developments
Table 116. 3V Sigma Basic Information, Optical Brighteners Manufacturing Base, Sales Area and Its Competitors
Table 117. 3V Sigma Optical Brighteners Product Portfolios and Specifications
Table 118. 3V Sigma Optical Brighteners Sales (K MT), Revenue ($ Million), Price (USD/MT) and Gross Margin (2018-2023)
Table 119. 3V Sigma Main Business
Table 120. 3V Sigma Latest Developments
Table 121. TEH Fong Min International Basic Information, Optical Brighteners Manufacturing Base, Sales Area and Its Competitors
Table 122. TEH Fong Min International Optical Brighteners Product Portfolios and Specifications
Table 123. TEH Fong Min International Optical Brighteners Sales (K MT), Revenue ($ Million), Price (USD/MT) and Gross Margin (2018-2023)
Table 124. TEH Fong Min International Main Business
Table 125. TEH Fong Min International Latest Developments
Table 126. Archroma Basic Information, Optical Brighteners Manufacturing Base, Sales Area and Its Competitors
Table 127. Archroma Optical Brighteners Product Portfolios and Specifications
Table 128. Archroma Optical Brighteners Sales (K MT), Revenue ($ Million), Price (USD/MT) and Gross Margin (2018-2023)
Table 129. Archroma Main Business
Table 130. Archroma Latest Developments

+44 20 8123 2220
info@marketpublishers.com

# List Of Figures

## LIST OF FIGURES

Figure 1. Picture of Optical Brighteners
Figure 2. Optical Brighteners Report Years Considered
Figure 3. Research Objectives
Figure 4. Research Methodology
Figure 5. Research Process and Data Source
Figure 6. Global Optical Brighteners Sales Growth Rate 2018-2029 (K MT)
Figure 7. Global Optical Brighteners Revenue Growth Rate 2018-2029 ($ Millions)
Figure 8. Optical Brighteners Sales by Region (2018, 2022 & 2029) & ($ Millions)
Figure 9. Product Picture of Styrene Based Brighteners
Figure 10. Product Picture of Coumarin Based Brighteners
Figure 11. Product Picture of Pyrazoline Based Brighteners
Figure 12. Product Picture of Phthalimide Based Brighteners
Figure 13. Product Picture of Others
Figure 14. Global Optical Brighteners Sales Market Share by Type in 2022
Figure 15. Global Optical Brighteners Revenue Market Share by Type (2018-2023)
Figure 16. Optical Brighteners Consumed in Paper
Figure 17. Global Optical Brighteners Market: Paper (2018-2023) & (K MT)
Figure 18. Optical Brighteners Consumed in Fabrics
Figure 19. Global Optical Brighteners Market: Fabrics (2018-2023) & (K MT)
Figure 20. Optical Brighteners Consumed in Detergents & Soaps
Figure 21. Global Optical Brighteners Market: Detergents & Soaps (2018-2023) & (K MT)
Figure 22. Optical Brighteners Consumed in Synthetics & Plastics
Figure 23. Global Optical Brighteners Market: Synthetics & Plastics (2018-2023) & (K MT)
Figure 24. Global Optical Brighteners Sales Market Share by Application (2022)
Figure 25. Global Optical Brighteners Revenue Market Share by Application in 2022
Figure 26. Optical Brighteners Sales Market by Company in 2022 (K MT)
Figure 27. Global Optical Brighteners Sales Market Share by Company in 2022
Figure 28. Optical Brighteners Revenue Market by Company in 2022 ($ Million)
Figure 29. Global Optical Brighteners Revenue Market Share by Company in 2022
Figure 30. Global Optical Brighteners Sales Market Share by Geographic Region (2018-2023)
Figure 31. Global Optical Brighteners Revenue Market Share by Geographic Region in 2022

+44 20 8123 2220
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Figure 32. Americas Optical Brighteners Sales 2018-2023 (K MT)
Figure 33. Americas Optical Brighteners Revenue 2018-2023 ($ Millions)
Figure 34. APAC Optical Brighteners Sales 2018-2023 (K MT)
Figure 35. APAC Optical Brighteners Revenue 2018-2023 ($ Millions)
Figure 36. Europe Optical Brighteners Sales 2018-2023 (K MT)
Figure 37. Europe Optical Brighteners Revenue 2018-2023 ($ Millions)
Figure 38. Middle East & Africa Optical Brighteners Sales 2018-2023 (K MT)
Figure 39. Middle East & Africa Optical Brighteners Revenue 2018-2023 ($ Millions)
Figure 40. Americas Optical Brighteners Sales Market Share by Country in 2022
Figure 41. Americas Optical Brighteners Revenue Market Share by Country in 2022
Figure 42. Americas Optical Brighteners Sales Market Share by Type (2018-2023)
Figure 43. Americas Optical Brighteners Sales Market Share by Application (2018-2023)
Figure 44. United States Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 45. Canada Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 46. Mexico Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 47. Brazil Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 48. APAC Optical Brighteners Sales Market Share by Region in 2022
Figure 49. APAC Optical Brighteners Revenue Market Share by Regions in 2022
Figure 50. APAC Optical Brighteners Sales Market Share by Type (2018-2023)
Figure 51. APAC Optical Brighteners Sales Market Share by Application (2018-2023)
Figure 52. China Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 53. Japan Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 54. South Korea Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 55. Southeast Asia Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 56. India Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 57. Australia Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 58. China Taiwan Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 59. Europe Optical Brighteners Sales Market Share by Country in 2022
Figure 60. Europe Optical Brighteners Revenue Market Share by Country in 2022
Figure 61. Europe Optical Brighteners Sales Market Share by Type (2018-2023)
Figure 62. Europe Optical Brighteners Sales Market Share by Application (2018-2023)
Figure 63. Germany Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 64. France Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 65. UK Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 66. Italy Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 67. Russia Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 68. Middle East & Africa Optical Brighteners Sales Market Share by Country in 2022

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Figure 69. Middle East & Africa Optical Brighteners Revenue Market Share by Country in 2022
Figure 70. Middle East & Africa Optical Brighteners Sales Market Share by Type (2018-2023)
Figure 71. Middle East & Africa Optical Brighteners Sales Market Share by Application (2018-2023)
Figure 72. Egypt Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 73. South Africa Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 74. Israel Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 75. Turkey Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 76. GCC Country Optical Brighteners Revenue Growth 2018-2023 ($ Millions)
Figure 77. Manufacturing Cost Structure Analysis of Optical Brighteners in 2022
Figure 78. Manufacturing Process Analysis of Optical Brighteners
Figure 79. Industry Chain Structure of Optical Brighteners
Figure 80. Channels of Distribution
Figure 81. Global Optical Brighteners Sales Market Forecast by Region (2024-2029)
Figure 82. Global Optical Brighteners Revenue Market Share Forecast by Region (2024-2029)
Figure 83. Global Optical Brighteners Sales Market Share Forecast by Type (2024-2029)
Figure 84. Global Optical Brighteners Revenue Market Share Forecast by Type (2024-2029)
Figure 85. Global Optical Brighteners Sales Market Share Forecast by Application (2024-2029)
Figure 86. Global Optical Brighteners Revenue Market Share Forecast by Application (2024-2029)

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