

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.

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

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

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

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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