

Global Surfactant Market for Personal Care Product Industry 2015-2020: Trends, Forecast, and Opportunity Analysis

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Abstracts

According to a new market report published by Lucintel, the future of the surfactant market for personal care products looks promising with good opportunities in various applications, such as skin care, hair care, and oral care. The global surfactant market is forecast to grow at a CAGR of 4.5% from 2015 to 2020. The major growth drivers for this market are that consumers are seeking enhanced benefits from personal care products and product ranges are shifting from need-based to lifestyle personal care products.

On the basis of comprehensive research, Lucintel predicts that skin care will remain as the largest segment during the forecast period. Growing demand for anti-ageing products, sunscreens and biobased products, and awareness of skin-friendly products are the major drivers for surfactants in the personal care product industry.

Hair care is expected to remain as the second largest segment by value. The use of surfactants in the hair care market segment has been growing consistently, benefiting from the demand for specific products for hair care, such as anti-dandruff shampoo and shampoo for colored hair. In the hair care segment, sodium lauryl sulfate is the most widely used ingredient.

Asia Pacific is expected to remain as the largest market during the forecast period due to growth in end use segments. Asia Pacific and Rest of the World are expected to grow significantly by virtue of growing skin care applications. Growing economy, growth in population, and urbanization are the major forces that drive the personal care market, especially in China and India.

The report suggests regional expansion in growing regions to tap the local market potentials, innovation, and new product development as the key strategies adopted by major companies in the surfactant market. The emerging trends, which have a direct impact on the dynamics of the industry, are cost optimization and performance enhancement of high-performance surfactants, new application development by working closely with partners, and use of anionic and high foaming, hard water tolerance, and multilayer surfactants. BASF, Stepan, Evonik, Solvay, and Huntsman are among the major suppliers of surfactant for personal care.

Lucintel, a leading global strategic consulting and market research firm, has analyzed the global surfactant market by end use industry, type, and region and has come up with a comprehensive research report, "Global Surfactant Market for Personal Care Product Industry 2015-2020: Trends, Forecast, and Opportunity Analysis." The Lucintel report serves as a springboard for growth strategies, as it provides a comprehensive data and analysis on trends, key drivers, and directions. The study also includes a forecast for the global surfactant market through 2020, segmented by end use industry, type, and region as follows:

By end use industry (volume (million pounds /kiloton) and \$ million shipment from 2009 to 2020)-

Skin Care

Hair Care

Oral Care

Others

By type (volume (million pounds /kiloton) for 2014-

Anionic

Cationic

Nonionic

Amphoteric

By region (volume (million pound /kiloton) and \$ million shipment from 2009 to 2020)-

North America

Europe

Asia Pacific

Rest of the World

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

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