

# Alpha Olefin Sulfonate Market by Form (Liquid and Paste, Powder), Application (Home Care, Personal Care, Industrial Application, Industrial & Institutional Cleaning, Other Applications), and Region - Global Forecast to 2030

<https://marketpublishers.com/r/AB6D61F7E468EN.html>

Date: March 2026

Pages: 242

Price: US\$ 4,950.00 (Single User License)

ID: AB6D61F7E468EN

## Abstracts

The alpha olefin sulfonate market size was USD 722.3 million in 2025 and is projected to reach USD 942.6 million by 2030, at a CAGR of 5.47% between 2025 and 2030.

### **“Growth of industrial and institutional cleaning applications to accelerate alpha olefin sulfonate market growth”**

The growth of industrial and institutional cleaning has contributed to the demand for alpha olefin sulfonate. The routine need for regular cleaning creates demand for AOS in places like hospitals, hotels, restaurants, schools, and factories. The products required to clean these types of facilities effectively remove food, cooking oil, and general grime, either on all surfaces or across large areas. Due to the excellent cleansing power, foam stability, and behavior in varying water qualities, alpha olefin sulfonate provides exceptional cleaning capabilities when used in conjunction with other cleaning chemicals formulated for large-scale cleaning applications. Additionally, many segments such as hospitals, hotels, and food service are continuing to expand, which ultimately increases the volume of professional cleaning chemicals being used; thus, reinforcing the continuing increase in demand for alpha olefin sulfonate within institutional formulations.

### **“Liquid and paste form to witness the highest CAGR during the forecast period.”**

Due to their high solubility in liquid and paste forms, these forms of alpha olefin

sulfonate are ideal for products with a water base. Since they dissolve quickly when added to the final product, they can equally distribute throughout the product formulation, which helps these products remain stable throughout storage and manufacturing and have consistent performance. This is crucial in products such as body washes, shampoos, and household cleaners, where clarity and homogeneity influence product quality. In addition, dissolving quickly reduces manufacturing processing times, leading to greater efficiency in operations. As most of today's cleaning and personal care products are made primarily from water, the strong solubility of these forms plays an important role in sustaining the demand for liquid and paste forms of alpha olefin sulfonate.

**“The industrial & institutional cleaning segment is projected to be the third-fastest growing application of alpha olefin sulfonate during the forecast period.”**

Industrial & institutional cleaning is projected to be the third-fastest-growing application of alpha olefin sulfonate between 2025 and 2030. Industrial facilities that deal with heavy grease, oil residue, and difficult-to-remove soils on equipment, machinery, and floors have unique requirements for cleaning products that remove grease effectively. Alpha olefin sulfonates are excellent choices for industrial floor cleaners and for cleaning industrial equipment. In addition, their superior detergency allows surfaces to remain free of contaminants, thus providing a safe working environment both for employees and for the efficient operation of equipment. Since most industries have very stringent requirements for maintaining cleanliness to facilitate the efficiency of the equipment they use, there is continued growth of alpha olefin sulfonate in the industrial cleaning industry.

**“North America accounted for the third-largest share in the global alpha olefin sulfonate market, in terms of value, in 2024.”**

North America held the third-largest share in the global alpha olefin sulfonate market, in terms of value, in 2024. To enhance both cleaning power and cleaning efficiency of cleaning and other personal care products, companies in the consumer goods sector of North America have been making significant investments in research and development activities related to new product formulations. These new formulations of the product provide improved cleaning power and give higher quality foaming and increased product stability to respond to the changing expectations of consumers. In developing new formulations, alpha olefin sulfonate provides manufacturers with a consistent, reliable performance level in multiple formulation matrices and provides flexibility for formulators to blend or combine with other ingredients to create product characteristics that meet

the needs of the specific customer base served by the manufacturers. Product development and continued competition between brands will continue to be active within the region, creating steady demand for truly reliable surfactants, particularly alpha olefin sulfonate.

By Company Type: Tier 1 - 55%, Tier 2 - 25%, and Tier 3 - 20%

By Designation: Directors - 50%, Managers - 30%, and Others - 20%

By Region: North America - 40%, Europe - 35%, Asia Pacific - 20%, RoW— 5%

The key players profiled in the report include Stepan Company (US), Clariant AG (Switzerland), Nouryon (Netherlands), Kao Corporation (Japan), Syensqo SA/NV (Belgium), Innospec Inc. (US), Pilot Chemical Company (US), Enaspol a.s. (Czech Republic), Lion Specialty Chemicals Co., Ltd., (Japan), and Aarti Surfactants Limited (India).

## **Study Coverage**

This report segments the market for alpha olefin sulfonate based on form, application, and region, and provides estimations of value (in USD Million) for the overall market size across various regions. A detailed analysis of key industry players has been conducted to provide insights into their business overviews, services, and key strategies associated with the alpha olefin sulfonate market.

## **Reasons to Buy this Report**

This research report is focused on various levels of analysis—industry analysis (industry trends), market share analysis of top players, and company profiles—which together provide an overall view of the competitive landscape, emerging and high-growth segments of the alpha olefin sulfonate market, high-growth regions, and market drivers, restraints, and opportunities.

## **The report provides insights into the following points:**

**Market Penetration:** Comprehensive information on alpha olefin sulfonate offered by top players in the global market

Analysis of key drivers: (Shift towards sulfate-free cleansing systems, Increasing demand for effective cleaning solutions, Established petrochemical supply infrastructure), restraints (Growing preference for renewable and bio-based surfactants, Volatility in alpha olefin feedstock prices), opportunities (Rising demand for high-efficiency liquid and concentrated cleaning products, Expansion of industrial cleaning applications) and challenges (Intensifying competition from alternative surfactant solutions) influencing the growth of alpha olefin sulfonate market

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the alpha olefin sulfonate market

Market Development: Comprehensive information about lucrative emerging markets—the report analyzes the market for alpha olefin sulfonate across regions.

Market Diversification: Exhaustive information about new products, untapped regions, and recent developments in the global alpha olefin sulfonate market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the alpha olefin sulfonate market

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FIGURE 50 LION SPECIALTY CHEMICALS CO., LTD.: COMPANY SNAPSHOT

FIGURE 51 AARTI SURFACTANTS LIMITED: COMPANY SNAPSHOT

FIGURE 52 ALPHA OLEFIN SULFONATE MARKET: RESEARCH DESIGN

FIGURE 53 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1 (SUPPLY SIDE) - COLLECTIVE REVENUE AND SHARE OF MAJOR PLAYERS

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FIGURE 55 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 3, BOTTOM-UP (DEMAND-SIDE)

FIGURE 56 ALPHA OLEFIN SULFONATE MARKET: TOP-DOWN APPROACH

FIGURE 57 MARKET CAGR PROJECTIONS FROM SUPPLY SIDE

FIGURE 58 MARKET GROWTH PROJECTIONS FROM DEMAND SIDE: DRIVERS AND OPPORTUNITIES

FIGURE 59 ALPHA OLEFIN SULFONATE MARKET: DATA TRIANGULATION

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