

# **Amphoteric Surfactant Market by Application (Personal Care, Home Care and Industrial & Institutional, Oil Field Chemical, Agriculture Adjuvants), Type (Betaine, Amine Oxide, Amphoacetate, Amphopropionate, Sultaine) - Global Trends & Forecast to 2019**

<https://marketpublishers.com/r/A56FA0497F2EN.html>

Date: May 2014

Pages: 178

Price: US\$ 5,650.00 (Single User License)

ID: A56FA0497F2EN

## **Abstracts**

The amphoteric surfactants have the potential to form a negative and positive ionic group. With the changing pH of the system, the net charge of the surfactant changes. Amphoteric surfactants are used in various industries, such as personal care, home care, industrial & institutional (I&I), oil field chemicals, and agriculture adjuvants. Personal care application is the largest consumer of amphoteric surfactants as these surfactants make the products more skin friendly due to greater mildness rendered as compared to other surfactants. Among the other applications, oil field chemicals segment is expected to have a high growth in the future due to its versatile nature.

Different amphoteric surfactants are preferred for one or more applications. The most widely used amphoteric surfactant is betaine. Its low irritation and skin friendly nature, along with low price makes it more preferred than other types. The other types of amphoteric surfactants are amine oxide, amphoacetate, amphopropionate, and sultaine.

The Asia-Pacific region has in recent times taken over the other regions in the amphoteric surfactants market. This has been achieved mainly due to the large population and the growing need of masses to use milder products. Asia-Pacific is followed by North America, Europe, and then the Rest of the World.

The amphoteric surfactants market proves to be highly competitive with several market

participants and a few market leaders. The high level of competition between the important players benefits the overall market through new product developments and innovations. The top personal care product manufacturers look for the quality of products and tend to purchase high quality amphoteric surfactants from the key manufacturers.

This report analyzes various marketing trends and establishes the most effective growth strategy in the market. It identifies market dynamics, such as drivers, restraints, opportunities, burning issues, and winning imperatives. Amphoteric surfactants market consists of several global and regional companies, such as Evonik (Germany), Solvay (Belgium), AkzoNobel (The Netherlands), Huntsman (U.S.), Stepan (U.S.), and others.

### **Scope of the report**

On the basis of geography:

Asia-Pacific

Europe

America

Others

On the basis of types:

Betaine

Amine oxide

Amphoacetates

Amphopropionates

Sultaines

On the basis of applications:

Personal care

Home care and I&I

Oil field chemicals

Agriculture adjuvants

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## About

The winning imperatives are the strategies that are most commonly followed by market participants in order to grow and sustain their market share. The companies in the specialty surfactants market, which include amphoteric surfactants, are looking to capture the growing market demand through expansion of their manufacturing facilities .

Mergers & acquisitions and capacity expansion are found to be important strategies followed by top players in specialty surfactants (including amphoteric surfactants) market. The companies are entering into distribution agreements for better market penetration in new regions.

The market for betaine is consolidated both on demand and supply side. The prices of betaine and other coconut derived amphoteric surfactants (coco amphotoacetates, cocamidopropylamine oxide, and others) are directly related to the prices of their raw materials, i.e., coconut oil prices. Coconut oil prices have been decreasing from 2011 after experiencing a peak in the same year. This brought down the prices of betaine and other coconut derived amphoteric surfactants.

However, due to the recent typhoon “Haiyan” in the Philippines, the coconut oil prices are expected to increase in the near future, increasing the coco-based amphoteric surfactants price in 2014. This is anticipated to decrease gradually by 2018, as per the industry experts .

Betaine being an important ingredient in shampoo and other personal care products, is traded in bulk with long term contracts by the consumers. Top three consumers, i.e., L’Oreal, P&G, and Unilever procure significant share in the global market. This gives leverage to the top notch consumers to put pressure on manufacturers over prices while maintaining the required quality.

The personal care segment accounted for the largest share, both in terms of volume and value, of the total amphoteric surfactants market in 2013, and is projected to grow at a CAGR of XX% and XX% by volume and value respectively, from 2014 to 2019

Asia-Pacific holds the largest share of the amphoteric surfactants application in

the personal care industry, and is estimated to reach XX KT and \$XX million by 2019, at a CAGR of XX% and XX% by volume and value, respectively.

Personal care industry's high performance and durability demand are met by amphoteric surfactants because of its mildness. It is mainly used in skin care, hair care, and body/hand wash.

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