

# Green Chelates/Natural Chelating Agents Market by Type (Sodium Gluconate, EDDS, MGDA, GLAD, and Others), by Application (Cleaning, Water Treatment, Agriculture, Personal Care, Food & Beverages, and Others) - Global Trends & Forecasts to 2021

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## Abstracts

“Stringent environment and water resources protection laws drive the market”

The global green chelates/natural chelating agents market is projected to reach USD 2.45 billion by 2021, registering a CAGR of 5.74% between 2016 and 2021. The U.S., Canada, Germany, France, the Netherlands, and the U.K. are the major green chelates/natural chelating agents markets in the world. Rising demand from end-use applications such as cleaning, personal care, and greener alternatives drive the green chelates/natural chelating agents market worldwide.

“Cleaning application – Fastest-growing application segment for green chelates/natural chelating agents”

Green chelates/natural chelating agents are biodegradable chemicals broadly used in cleaning formulations such as laundry, surface care, and home care detergents. Cleaning application is divided into household and industrial cleaning. Household cleaning applications include automatic dishwashing, laundry detergents, hand dishwashing, and surface cleaning. For industrial cleaning applications such as mechanical dishwashing, and others, green chelates/natural chelating agents are used for the removal of metal ions. In developed economies, such as the U.S., Canada, Germany, France, the Netherlands, and others, the scope for cleaning application is high and continuously growing. The impending ban on phosphates from laundry detergents in Europe and the U.S. will further drive the market for green

chelates/natural chelating agents.

“North America – The fastest-growing market for green chelates/natural chelating agents”

The increase in use of green chelates/natural chelating agents in North America is projected to be driven by many factors such as its readily biodegradable nature, stringent environment and water resources protection laws in the region, formulation process involving natural sustainable and renewable sources, and recent expansions in the region. The major end-use industries of green chelates/natural chelating agents in North America consist of water treatment, cleaning, personal care, agriculture, food & beverage, pulp & paper, and others.

The U.S. dominates the green chelates/natural chelating agents market in North America. Its consumption of green chelates/natural chelating agents has grown significantly and is expected to witness further growth in the near future. The high growth of green chelates/natural chelating agents market in the U.S. is a result of the growing population, awareness about the benefits of using green chemicals, and implementation of stringent environmental regulations.

The market size of green chelates/natural chelating agents estimated in this study has been validated through primaries conducted with various industry experts worldwide. These primary sources have been divided in three categories: by company type, by designation, and by region.

By Company Type - Tier 1 – 35%, Tier 2 – 45% and Tier 3 – 20%

By Designation – C level – 35%, Director level – 25%, Others – 40%

By Region – North America - 45%, Europe – 20%, APAC – 30%. MEA & LATAM – 5%

The report also provides company profiles and competitive strategies adopted by the major market players such as Kemira Oyj (Finland), Nippon Shokubai (Japan), The Dow Chemical Company (U.S.), BASF SE (Germany), and AkzoNobel NV (Netherlands).

Reasons to buy this report:

From an insight perspective, this research report has focused on various levels of analysis — industry analysis (industry trends), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape; emerging and high-growth segments of the green chelates/natural chelating agents market; high-growth regions; and market drivers, restraints, and opportunities.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on galley equipment offered by the top players in the global green chelates/natural chelating agents market

**Product Development/Innovation:** Detailed insights on upcoming technologies, R&D activities, and new product launches in the green chelates/natural chelating agents market

**Market Development:** Comprehensive information about lucrative emerging markets – the report analyzes the markets for green chelates/natural chelating agents across regions

**Market Diversification:** In-depth information about new products, untapped geographies, recent developments, and investments in the global green chelates/natural chelating agents market

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of the leading players in the global green chelates/natural chelating agents market

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET SCOPE
  - 1.2.1 MARKET DEFINITION
  - 1.2.2 MARKETS COVERED
    - 1.2.2.1 YEARS CONSIDERED FOR THE STUDY
  - 1.2.3 CURRENCY
- 1.3 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
    - 2.1.1.1 Key data from secondary sources
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Key data from primary sources
    - 2.1.2.2 Key Industry Insights
  - 2.1.3 BREAKDOWN OF PRIMARIES
- 2.2 MARKET SIZE ESTIMATION
  - 2.2.1 BOTTOM-UP APPROACH
  - 2.2.2 TOP DOWN APPROACH
- 2.3 DATA TRIANGULATION
- 2.4 RESEARCH ASSUMPTIONS AND LIMITATIONS
  - 2.4.1 LIMITATIONS

### 3 EXECUTIVE SUMMARY

- 3.1 INTRODUCTION
- 3.2 CURRENT MARKET SCENARIO
- 3.3 FUTURE MARKET OUTLOOK
- 3.4 CONCLUSION

### 4 PREMIUM INSIGHTS

- 4.1 SIGNIFICANT MARKET OPPORTUNITIES IN GLOBAL GREEN CHELATES MARKET

## 4.2 GREEN CHELATES MARKET – LARGEST AND FASTEST-GROWING APPLICATION

## 4.3 GREEN CHELATES MARKET SHARE, BY REGION

## 4.4 GREEN CHELATES MARKET ATTRACTIVENESS

## 4.5 GREEN CHELATES MARKET, BY TYPE, 2016 VS 2021

## 4.6 LIFE CYCLE ANALYSIS

# 5 MARKET OVERVIEW

## 5.1 INTRODUCTION

## 5.2 MARKET SEGMENTATION

## 5.3 MARKET DYNAMICS

### 5.3.1 DRIVERS

5.3.1.1 Stringent environment and water resources protection laws

5.3.1.2 Readily biodegradable, cost effective, and negligible ecological footprint

5.3.1.3 Rising demand for green chelates with low eco and human toxicity

5.3.1.4 Growth in fast-moving consumer goods (FMCG) industry in emerging economies

5.3.1.5 Ethical and environmental responsibility of major players in the FMCG industry

### 5.3.2 RESTRAINTS

5.3.2.1 High chelating strength and ease of availability of conventional chelating agents

### 5.3.3 OPPORTUNITIES

5.3.3.1 Growth in demand in emerging economies due to stringent environmental protection laws

### 5.3.4 CHALLENGES

5.3.4.1 Creating awareness in developing economies about the benefits of green chelates

5.3.4.2 R&D in the field of bio-based chelating agents to obtain optimum operating efficiency and superior properties

## 5.4 FORMULATION PROCESSES

### 5.4.1 MGDA

### 5.4.2 GLDA

### 5.4.3 EDDS

### 5.4.4 SODIUM GLUCONATE

## 5.5 REGULATORY FRAMEWORK OF DIFFERENT REGION/COUNTRIES

### 5.5.1 NORTH AMERICA

#### 5.5.1.1 Clean Water Act (CWA)

5.5.1.2 Safe Drinking Water Act (SDWA)

#### 5.5.2 EUROPE

5.5.2.1 The Urban Wastewater Treatment Directive (1991)

5.5.2.2 The Drinking Water Directive (1998)

5.5.2.3 The Water Framework Directive (2000)

#### 5.5.3 ASIA (CHINA)

5.5.3.1 Environmental Protection Law

5.5.3.2 The Water Resources Law

5.5.3.3 Law of the People's Republic of China on Prevention and Control of Water

Pollution

#### 5.5.4 MEA & LATAM

## 6 INDUSTRY TRENDS

### 6.1 INTRODUCTION

### 6.2 VALUE CHAIN ANALYSIS

6.2.1 INBOUND LOGISTICS

6.2.2 OPERATIONS

6.2.3 OUTBOUND LOGISTICS

6.2.4 MARKETING & SALES

6.2.5 SERVICES

### 6.3 PORTER'S FIVE FORCES ANALYSIS

6.3.1 THREAT OF NEW ENTRANTS

6.3.2 THREAT OF SUBSTITUTES

6.3.3 BARGAINING POWER OF SUPPLIERS

6.3.4 BARGAINING POWER OF BUYERS

6.3.5 INTENSITY OF COMPETITIVE RIVALRY

### 6.4 ROUTE-TO-MARKET ANALYSIS

6.4.1 SUPPLY CHAIN ANALYSIS, CHANNEL STRATEGIES AND BEST PRACTICES  
IN INDUSTRY

6.4.2 ZERO-LEVEL DISTRIBUTION

6.4.3 ONE-LEVEL DISTRIBUTION

6.4.4 MULTI-LEVEL DISTRIBUTION

### 6.5 COMPETITIVE BENCHMARKING

## 7 GREEN CHELATES MARKET, BY TYPE

### 7.1 INTRODUCTION

7.1.1 SODIUM GLUCONATE

- 7.1.2 ETHYLENEDIAMINE-N, N-DISUCCINIC ACID
- 7.1.3 L-GLUTAMIC ACID N,N-DIACETIC ACID
- 7.1.4 METHYL GLYCINDIACETIC ACID
- 7.1.5 OTHERS

## **8 GREEN CHELATES MARKET, BY APPLICATION**

### **8.1 INTRODUCTION**

- 8.1.1 CLEANING
- 8.1.2 WATER TREATMENT
- 8.1.3 AGRICULTURE
- 8.1.4 PERSONAL CARE
- 8.1.5 FOOD & BEVERAGES
- 8.1.6 OTHERS

### **9.1 INTRODUCTION**

#### **9.2 NORTH AMERICA**

- 9.2.1 U.S.
- 9.2.2 CANADA

#### **9.3 EUROPE**

- 9.3.1 GERMANY
- 9.3.2 ITALY
- 9.3.3 FRANCE
- 9.3.4 U.K.
- 9.3.5 NETHERLANDS
- 9.3.6 REST OF EUROPE

#### **9.4 ASIA-PACIFIC**

- 9.4.1 CHINA
- 9.4.2 INDIA
- 9.4.3 JAPAN
- 9.4.4 SOUTH KOREA
- 9.4.5 AUSTRALIA & NEW ZEALAND
- 9.4.6 REST OF ASIA-PACIFIC

#### **9.5 MIDDLE EAST, AFRICA, AND LATIN AMERICA**

- 9.5.1 BRAZIL
- 9.5.2 SAUDI ARABIA
- 9.5.3 MEXICO
- 9.5.4 REST OF MEA & LATAM

## **10 COMPETITIVE LANDSCAPE**

- 10.1 OVERVIEW
- 10.2 COMPETITIVE SITUATIONS AND TRENDS
  - 10.2.1 NEW PRODUCT LAUNCHES
- 10.3 EXPANSIONS
  - 10.3.1 CERTIFICATIONS
  - 10.3.2 PRODUCT SHOWCASE, 2011–2015

## **11 COMPANY PROFILES**

(Overview, Financial\*, Products & Services, Strategy, and Developments)

- 11.1 INTRODUCTION
- 11.2 BASF SE
- 11.3 THE DOW CHEMICAL COMPANY
- 11.4 AKZONOBEL N.V.
- 11.5 NIPPON SHOKUBAI CO. LTD.
- 11.6 KEMIRA OYJ
- 11.7 INNOSPEC
- 11.8 ANIL BIOPLUS LTD
- 11.9 JUNGBUZZLAUER
- 11.10 VAN IPEREN BV
- 11.11 ADOB SP. Z O.O. SP. K.
- 11.12 OTHERS

\*Details might not be captured in case of unlisted companies

## **12 APPENDIX**

- 12.1 DISCUSSION GUIDE
- 12.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 12.3 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE
- 12.4 AVAILABLE CUSTOMIZATIONS
- 12.5 RELATED REPORTS



## List Of Tables

### LIST OF TABLES

Table 1 GREEN CHELATES MARKET, BY TYPE

Table 2 GREEN CHELATES MARKET, BY APPLICATION

Table 3 COMPARISON OF MGDA AND GLDA

Table 4 DISTRIBUTION PATTERN FOR GREEN CHELATES

Table 5 COMPETITIVE BENCHMARKING FOR TOP PLAYERS IN THE MARKET

Table 6 GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 7 GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 8 SODIUM GLUCONATE GREEN CHELATES MARKET SIZE, BY REGION  
2014–2021 (USD MILLION)

Table 9 SODIUM GLUCONATE GREEN CHELATES MARKET SIZE, BY REGION  
2014–2021 (KILOTONS)

Table 10 EDDS GREEN CHELATES MARKET SIZE, BY REGION, 2014–2021 (USD  
MILLION)

Table 11 EDDS GREEN CHELATES MARKET SIZE, BY REGION, 2014-2021  
(KILOTONS)

Table 12 GLDA GREEN CHELATES MARKET SIZE, BY REGION, 2014–2021, (USD  
MILLION)

Table 13 GLDA GREEN CHELATES MARKET SIZE, BY REGION, 2014–2021  
(KILOTONS)

Table 14 MGDA GREEN CHELATES MARKET SIZE, BY REGION, 2014–2021 (USD  
MILLION)

Table 15 MGDA GREEN CHELATES MARKET SIZE, BY REGION, 2014–2021  
(KILOTONS)

Table 16 OTHER GREEN CHELATES MARKET SIZE, BY REGION, 2014–2021 (USD  
MILLION)

Table 17 OTHER GREEN CHELATES MARKET SIZE, BY REGION, 2014–2021  
(KILOTONS)

Table 18 GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014-2021 (USD  
MILLION)

Table 19 GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014-2021  
(KILOTONS)

Table 20 GREEN CHELATES MARKET SIZE IN CLEANING, BY REGION, 2016-2021  
(USD MILLION)

Table 21 GREEN CHELATES MARKET SIZE IN CLEANING, BY REGION, 2014-2021  
(KILOTONS)

Table 22 GREEN CHELATES MARKET SIZE IN WATER TREATMENT, BY REGION  
2014-2021 (USD MILLION)

Table 23 GREEN CHELATES MARKET SIZE IN WATER TREATMENT, BY REGION  
2014-2021 (KILOTON)

Table 24 GREEN CHELATES MARKET SIZE IN AGRICULTURE, BY REGION  
2014-2021 (USD MILLION)

Table 25 GREEN CHELATES MARKET SIZE IN AGRICULTURE, BY REGION,  
2014-2021 (KILOTONS)

Table 26 GREEN CHELATES MARKET SIZE IN PERSONAL CARE, BY REGION  
2014-2021 (USD MILLION)

Table 27 GREEN CHELATES MARKET SIZE IN PERSONAL CARE, BY REGION  
2014-2021 (KILOTONS)

Table 28 GREEN CHELATES MARKET SIZE IN FOOD & BEVERAGES, BY REGION  
2014-2021 (USD MILLION)

Table 29 GREEN CHELATES MARKET SIZE IN FOOD & BEVERAGES, BY REGION  
2014-2021 (KILOTONS)

Table 30 GREEN CHELATES MARKET SIZE IN OTHERS, BY REGION, 2014-2021  
(USD MILLION)

Table 31 GREEN CHELATES MARKET SIZE IN OTHERS, BY REGION 2014-2021  
(KILOTONS)

Table 32 GREEN CHELATES MARKET SIZE, BY REGION, 2014-2021 (USD  
MILLION)

Table 33 GREEN CHELATES MARKET SIZE, BY REGION, 2014–2021 (KILOTONS)

Table 34 NORTH AMERICA: GREEN CHELATES MARKET SIZE, BY COUNTRY,  
2014–2021 (USD MILLION)

Table 35 NORTH AMERICA: GREEN CHELATES MARKET SIZE, BY COUNTRY,  
2014–2021 (KILOTONS)

Table 36 NORTH AMERICA: GREEN CHELATES MARKET SIZE, BY APPLICATION,  
2014–2021 (USD MILLION)

Table 37 NORTH AMERICA: GREEN CHELATES MARKET SIZE, BY APPLICATION,  
2014–2021 (KILOTONS)

Table 38 NORTH AMERICA: GREEN CHELATES MARKET SIZE, BY TYPE,  
2014–2021 (USD MILLION)

Table 39 NORTH AMERICA: GREEN CHELATES MARKET SIZE, BY TYPE,  
2014–2021 (KILOTONS)

Table 40 U.S.: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021  
(USD MILLION)

Table 41 U.S.: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021  
(KILOTONS)

Table 42 U.S.: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 43 U.S.: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 44 CANADA: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 45 CANADA: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 46 CANADA: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 47 CANADA: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 48 EUROPE: GREEN CHELATES MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 49 EUROPE: GREEN CHELATES MARKET SIZE, BY COUNTRY, 2014–2021 (KILOTONS)

Table 50 EUROPE: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 51 EUROPE: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 52 EUROPE: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 53 EUROPE: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 54 GERMANY: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 55 GERMANY: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 56 GERMANY: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 57 GERMANY: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 58 ITALY: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 59 ITALY: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 60 ITALY: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 61 ITALY: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021

(KILOTONS)

Table 62 FRANCE: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 63 FRANCE: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 64 FRANCE: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 65 FRANCE: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 66 U.K.: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 67 U.K.: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 68 U.K.: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 69 U.K.: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 70 NETHERLANDS: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 71 NETHERLANDS: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 72 NETHERLANDS: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 73 NETHERLANDS: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 74 REST OF EUROPE: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 75 REST OF EUROPE: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 76 REST OF EUROPE: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 77 REST OF EUROPE: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 78 ASIA-PACIFIC: GREEN CHELATES MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 79 ASIA-PACIFIC: GREEN CHELATES MARKET SIZE, BY COUNTRY, 2014–2021 (KILOTONS)

Table 80 ASIA-PACIFIC: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 81 ASIA-PACIFIC: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 82 ASIA-PACIFIC: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 83 ASIA-PACIFIC: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 84 CHINA: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 85 CHINA: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 86 CHINA: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 87 CHINA: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 88 INDIA: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 89 INDIA: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 90 INDIA: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 91 INDIA: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 92 JAPAN: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 93 JAPAN: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 94 JAPAN: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 95 JAPAN: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 96 SOUTH KOREA: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 97 SOUTH KOREA: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 98 SOUTH KOREA: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 99 SOUTH KOREA: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 100 AUSTRALIA & NEW ZEALAND: GREEN CHELATES MARKET SIZE, BY

APPLICATION, 2014–2021 (USD MILLION)

Table 101 AUSTRALIA & NEW ZEALAND: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 102 AUSTRALIA & NEW ZEALAND: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 103 AUSTRALIA & NEW ZEALAND: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 104 REST OF ASIA-PACIFIC: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 105 REST OF ASIA-PACIFIC: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 106 REST OF ASIA-PACIFIC: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 107 REST OF ASIA-PACIFIC: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 108 MEA& LATAM: GREEN CHELATES MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 109 MEA& LATAM: GREEN CHELATES MARKET SIZE, BY COUNTRY, 2014–2021 (KILOTONS)

Table 110 MEA& LATAM: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 111 MEA& LATAM: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 112 MEA& LATAM: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 113 MEA& LATAM: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 114 BRAZIL: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 115 BRAZIL: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 116 BRAZIL: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 117 BRAZIL: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 118 SAUDI ARABIA: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 119 SAUDI ARABIA: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 120 SAUDI ARABIA: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 121 SAUDI ARABIA: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 122 MEXICO: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 123 MEXICO: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 124 MEXICO: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 125 MEXICO: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 126 REST OF MEA & LATAM: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 127 REST OF MEA & LATAM: GREEN CHELATES MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTONS)

Table 128 REST OF MEA & LATAM: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 129 REST OF MEA & LATAM: GREEN CHELATES MARKET SIZE, BY TYPE, 2014–2021 (KILOTONS)

Table 130 NEW PRODUCT LAUNCHES, 2011–2015

Table 131 EXPANSIONS, 2011–2015

Table 132 CERTIFICATIONS, 2011–2015

Table 133 NIPPON SHOKUBAI CO. LTD: PRODUCT



## List Of Figures

### LIST OF FIGURES

Figure 1 GREEN CHELATES MARKET SEGMENTATION

Figure 2 GREEN CHELATES MARKET: RESEARCH DESIGN

Figure 3 BREAKDOWN OF PRIMARY INTERVIEWS

Figure 4 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 5 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 6 DATA TRIANGULATION: GREEN CHELATES MARKET

Figure 7 ASSUMPTIONS

Figure 8 NORTH AMERICA PROJECTED TO REGISTER THE HIGHEST CAGR, BETWEEN 2016 AND 2021

Figure 9 CLEANING IS THE LARGEST APPLICATION FOR GREEN CHELATES, 2016 VS 2021

Figure 10 SODIUM GLUCONATE DOMINATED THE GLOBAL GREEN CHELATES MARKET IN 2015 BY TYPE (KILOTONS)

Figure 11 NORTH AMERICA EXPECTED TO WITNESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

Figure 12 ATTRACTIVE OPPORTUNITIES IN THE GLOBAL GREEN CHELATES MARKET, 2016 VS. 2021 (USD BILLION)

Figure 13 CLEANING PROJECTED TO BE THE LARGEST AND FASTEST-GROWING APPLICATION FOR GREEN CHELATES MARKET, 2016–2021

Figure 14 EUROPE ACCOUNTED FOR LARGEST SHARE OF THE GLOBAL GREEN CHELATES MARKET

Figure 15 SODIUM GLUCONATE DOMINATED GREEN CHELATES MARKET IN EUROPE IN 2015

Figure 16 SODIUM GLUCONATE SEGMENT ESTIMATED TO DOMINATE GLOBAL GREEN CHELATES MARKET

Figure 17 NORTH AMERICA AND EUROPE PROJECTED TO DRIVE THE GLOBAL MARKET

Figure 18 HIGH DEMAND FOR GREEN CHELATES DUE TO INCREASING ENVIRONMENTAL SANCTIONS DRIVES THE MARKET

Figure 19 OVERVIEW OF GREEN CHELATES VALUE CHAIN

Figure 20 PORTER'S FIVE FORCES ANALYSIS

Figure 21 SUPPLY-CHAIN ANALYSIS: ONE-LEVEL DISTRIBUTION IS THE MOST WIDELY USED DISTRIBUTION CHANNEL

Figure 22 ZERO-LEVEL DISTRIBUTION CHANNEL

Figure 23 ONE-LEVEL DISTRIBUTION CHANNEL



- Figure 24 MULTI-LEVEL DISTRIBUTION CHANNEL
- Figure 25 EDDS TO BE THE LARGEST GREEN CHELATES MARKET
- Figure 26 ASIA-PACIFIC TO BE THE FASTEST-GROWING SODIUM GLUCONATE MARKET
- Figure 27 EUROPE IS PROJECTED AS THE LARGEST MARKET FOR EDDS GREEN CHELATES (USD MILLION)
- Figure 28 EUROPE TO DOMINATE THE GLDA GREEN CHELATES MARKET
- Figure 29 EUROPE TO BE THE LARGEST GROWING GLDA GREEN CHELATES MARKET (USD MILLION)
- Figure 30 CLEANING APPLICATION PROJECTED TO CAPTURE THE LARGEST MARKET SHARE, BY 2021
- Figure 31 EUROPE PROJECTED TO BE THE LARGEST MARKET IN CLEANING APPLICATION, BY 2021 (VALUE)
- Figure 32 NORTH AMERICA PROJECTED TO WITNESS HIGHEST GROWTH IN WATER TREATMENT APPLICATION, BY 2021
- Figure 33 EUROPE PROJECTED TO ACCOUNT FOR THE LARGEST MARKET SHARE IN AGRICULTURE APPLICATION BY 2021 (VALUE)
- Figure 34 NORTH AMERICA PROJECTED TO ACCOUNT FOR THE LARGEST MARKET SHARE IN PERSONAL CARE APPLICATION BY 2021 (VALUE)
- Figure 35 EUROPE PROJECTED TO WITNESS HIGHEST GROWTH IN FOOD & BEVERAGES APPLICATION BY 2021 (VALUE)
- Figure 36 REGIONAL SNAPSHOT (2015): RAPIDLY GROWING MARKETS ARE EMERGING AS NEW HOTSPOTS
- Figure 37 NORTH AMERICAN MARKET SNAPSHOT: MEXICO TO BE THE FASTEST-GROWING MARKET FOR GREEN CHELATES
- Figure 38 EUROPEAN MARKET SNAPSHOT: GERMANY IS THE LARGEST AND FASTEST-GROWING GREEN CHELATES MARKET
- Figure 39 ASIA-PACIFIC MARKET SNAPSHOT: INDIA IS THE FASTEST-GROWING MARKET
- Figure 40 COMPANIES ADOPTED EXPANSIONS AND CERTIFICATIONS AS THE KEY GROWTH STRATEGIES FROM 2011 TO 2015
- Figure 41 EXPANSIONS AND CERTIFICATIONS WERE THE COMMON STRATEGIES ADOPTED BY COMPANIES BETWEEN 2011 AND 2015
- Figure 43 BATTLE FOR MARKET SHARE: EXPANSIONS AND CERTIFICATIONS WERE THE KEY STRATEGIES, 2011–2015
- Figure 44 REGIONAL REVENUE MIX OF TOP FIVE MARKET PLAYERS
- Figure 45 BASF S.E.: COMPANY SNAPSHOT
- Figure 46 BASF SE: SWOT ANALYSIS
- Figure 47 THE DOW CHEMICAL COMPANY: COMPANY SNAPSHOT

- Figure 48 THE DOW CHEMICAL COMPANY: SWOT ANALYSIS
- Figure 49 AKZONOBEL N.V.: COMPANY SNAPSHOT
- Figure 50 AKZONOBEL N.V.: SWOT ANALYSIS
- Figure 51 NIPPON SHOKUBAI CO. LTD: COMPANY SNAPSHOT
- Figure 52 NIPPON SHOKUBAI CO. LTD: SWOT ANALYSIS
- Figure 53 KEMIRA OYJ: COMPANY SNAPSHOT
- Figure 54 KEMIRA OYJ: SWOT ANALYSIS
- Figure 55 INNOSPEC: COMPANY SNAPSHOT
- Figure 56 ANIL BIOPLUS LTD: COMPANY SNAPSHOT

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