

# **Natural Surfactants Market (Bio-based Surfactants) by Product Type (Anionic, Nonionic, Cationic, and Amphoteric), Application (Detergents, Personal Care, Industrial & Institutional cleaning, and Oilfield Chemicals), and Region - Global Forecast to 2022**

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## **Abstracts**

“The natural surfactants (bio-based surfactants) market is projected to register a CAGR of 5.1% between 2017 and 2022.”

The natural surfactants (bio-based surfactants) market is estimated to be USD 13.47 billion in 2017 and is projected to reach USD 17.27 billion by 2022, at a CAGR of 5.1% between 2017 and 2022. Increased demand for natural surfactants (bio-based surfactants) from the detergents, personal care, industrial & institutional cleaning, oilfield chemicals, and agricultural chemicals applications is expected to drive the natural surfactants (bio-based surfactants) market, globally. Natural surfactants (bio-based surfactants) are additives obtained from the biological raw materials. These surfactants have low toxicity and are biodegradable. Expensive and time-consuming legal procedures for the development of new products may restrain the growth of the industry during the forecast period.

“Detergents is expected to be the largest application during the forecast period.”

Based on application, the detergents segment is expected to be the largest application of natural surfactants (bio-based surfactants) during the forecast period, The demand for environmentally friendly detergents in the home care industry exhibiting improved wash performance, biodegradability, less toxicity, thermal resistance, and extreme pH stability are the factors responsible for an increased demand for natural surfactants (bio-based surfactants) in the detergents application.

“The nonionic natural surfactants (bio-based surfactants) product type is projected to register the highest CAGR during the forecast period.”

Based on product type, the nonionic natural surfactants (bio-based surfactants) segment of the natural surfactants (bio-based surfactants) market is projected to register the highest CAGR between 2017 and 2022. The growth of nonionic natural surfactants (bio-based surfactants) is driven by their end use in fabric softeners, shampoos, and body wash, which is increasing with the growth in the textile and personal care industries.

“The APAC natural surfactants (bio-based surfactants) market is projected to register the highest CAGR during the forecast period.”

The growth of the APAC natural surfactants (bio-based surfactants) market can be attributed to the rapidly increasing demand from the detergents, personal care, industrial & institutional cleaning, oilfield chemicals, and agricultural chemicals applications. Increasing awareness of the benefits of using bio-based ingredients is primarily responsible for the high demand of natural surfactants (bio-based surfactants) in APAC. In addition, improved lifestyle, the high cost of living, rising population, and high economic growth of the emerging countries such as China, South Korea, India, and Malaysia have increased the spending power of consumers, resulting in affordability of products with higher prices and better quality. This makes APAC an attractive natural surfactants (bio-based surfactants) market.

Extensive primary interviews have been conducted to determine and verify the market size for several segments and subsegments.

The breakdown of primary interviews has been given below.

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

By Designation: C Level – 50%, Director Level – 25%, and Others – 25%

By Region: North America – 60%, Europe – 20%, APAC – 10%, Middle East & Africa - 5%, and South America – 5%

The major companies profiled in this market research report include BASF (Germany),

The Dow Chemical Company (US), Croda International (UK), Huntsman Corporation (US), Clariant (Switzerland), Stepan Company (US) and Kao Corporation (Japan)

#### Research Coverage:

This research report has categorized the natural surfactants (bio-based surfactants) market on the basis of product type, application, and region. It includes detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the natural surfactants (bio-based surfactants) market. A detailed analysis of the key players has been done to provide insights on their business overviews, products & services offered and key strategies, such as investments & expansions and mergers & acquisitions, adopted by them to strengthen their position in the natural surfactants (bio-based surfactants) market.

#### Reasons to buy the report:

The report is expected to help market leaders/new entrants in this market in the following ways:

1. This report comprehensively segments the natural surfactants (bio-based surfactants) market and provides the closest approximations of the market sizes for the overall market and its subsegments across different regions.
2. The report is expected to help the stakeholders understand the pulse of the market and provide them information on the key market drivers, restraints, challenges, and opportunities.
3. This report is also expected to help the stakeholders understand major competitors in the market and gain insights to enhance their competitive positions in the market. The competitive landscape section includes major industry players from different regions, contributing to the market. The landscape consists of the top 25 companies ranked and grouped, on the basis of their competency parameters, such as geographical presence, recent strategic developments, patents filed, and the number of employees.

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