

Global Fatty Acid Ethoxylate Market by Application (Household and Personal Care, Pharmaceuticals, Oilfield, Agrochemicals), by Geography (North America, Europe, Asia-Pacific, Middle East & Africa, Latin America) - Analysis and Forecast to 2019

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Abstracts

The global fatty acid ethoxylate market is estimated to grow at a CAGR of 3.3% from 2014 to 2019. In this report, the fatty acid ethoxylate market has been broadly classified on the basis of application and geography. The applications have been identified as household and personal care, pharmaceuticals, oilfield, and agrochemicals, among others. The geographical segments included in the report are Asia-Pacific, Europe, North America, Latin America, and Middle East & Africa.

The household and personal care segment is expected to be the largest as well as the fastest-growing segment in the global fatty acid ethoxylate market, having been projected to grow at the fastest CAGR of 4.9%, in terms of value, during the forecast period of 2014 to 2019. Factors such as the rising living standards in the Asian economies; the increasing demand for cosmetics and household materials for dish and laundry washing; and the rising demand for agrochemicals are driving the growth of the global fatty acid ethoxylate market.

The global fatty acid ethoxylate market is a competitive market with a number of market players. As of 2014, the global fatty acid ethoxylate market is majorly dominated by BASF SE (Germany), Huntsman Corporation (U.S.), Stepan Company (U.S.), Clariant A.G. (Switzerland), India Glycols (India), and INEOS (Switzerland), among others. New product launches, partnerships, agreements, collaborations, and joint ventures are among the major strategies adopted by most market players to achieve growth in the fatty acid ethoxylate market.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends and PEST analysis), market share analysis of top players, company profiles, which together comprise and discuss basic views on the competitive landscape; emerging and high-growth segments of the fatty acid ethoxylate market; high-growth regions and countries, and their respective regulatory policies; and market drivers, restraints, and opportunities.

The report will enrich both the established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms garner a greater share of the global market. Firms that purchase the report could use any one or a combination of five strategies that include market penetration, product development/innovation, market development, market diversification, and competitive assessment to strengthen their market share.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on fatty acid ethoxylates offered by top players in the global fatty acid ethoxylate market

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the global fatty acid ethoxylate market

Market Development: Comprehensive information of lucrative emerging markets; the report analyzes the market for fatty acid ethoxylates across regions

Market Diversification: Exhaustive information of new products, untapped geographies, recent developments, and investments in the global fatty acid ethoxylate market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of the leading players in the global fatty acid ethoxylate market

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*Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted company

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