

# **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**

<https://marketpublishers.com/r/G8AB4E75295EN.html>

Date: June 2015

Pages: 77

Price: US\$ 4,250.00 (Single User License)

ID: G8AB4E75295EN

## **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

## Contents

### **1 INTRODUCTION**

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET SEGMENTATION & COVERAGE
- 1.3 STAKEHOLDERS

### **2 RESEARCH METHODOLOGY**

- 2.1 INTEGRATED ECOSYSTEM OF FATTY ACID ETHOXYLATE MARKET
- 2.2 ARRIVING AT THE FATTY ACID ETHOXYLATE MARKET SIZE
  - 2.2.1 TOP-DOWN APPROACH
  - 2.2.2 BOTTOM-UP APPROACH
  - 2.2.3 DEMAND SIDE APPROACH
- 2.3 ASSUMPTIONS

### **3 EXECUTIVE SUMMARY**

### **4 MARKET OVERVIEW**

- 4.1 INTRODUCTION
- 4.2 FATTY ACID ETHOXYLATE MARKET: COMPARISON WITH PARENT MARKET
- 4.3 MARKET DRIVERS AND INHIBITORS
- 4.4 KEY MARKET DYNAMICS
- 4.5 DEMAND SIDE ANALYSIS

### **5 FATTY ACID ETHOXYLATE MARKET, BY APPLICATION**

- 5.1 INTRODUCTION
- 5.2 FATTY ACID ETHOXYLATE MARKET IN HOUSEHOLD AND PERSONAL CARE, BY GEOGRAPHY
- 5.3 FATTY ACID ETHOXYLATE MARKET IN PHARMACEUTICALS, BY GEOGRAPHY
- 5.4 FATTY ACID ETHOXYLATE MARKET IN OILFIELD, BY GEOGRAPHY
- 5.5 FATTY ACID ETHOXYLATE MARKET IN AGROCHEMICALS, BY GEOGRAPHY

### **6 FATTY ACID ETHOXYLATE MARKET, BY GEOGRAPHY**

- 6.1 INTRODUCTION

## 6.2 ASIA-PACIFIC FATTY ACID ETHOXYLATE MARKET

### 6.2.1 ASIA-PACIFIC FATTY ACID ETHOXYLATE MARKET, BY APPLICATION

## 6.3 EUROPE FATTY ACID ETHOXYLATE MARKET

### 6.3.1 EUROPE FATTY ACID ETHOXYLATE MARKET, BY APPLICATION

## 6.4 NORTH AMERICA FATTY ACID ETHOXYLATE MARKET

### 6.4.1 NORTH AMERICA FATTY ACID ETHOXYLATE MARKET, BY APPLICATION

## 6.5 LATIN AMERICA FATTY ACID ETHOXYLATE MARKET

### 6.5.1 LATIN AMERICA FATTY ACID ETHOXYLATE MARKET, BY APPLICATION

## 6.6 MIDDLE EAST & AFRICA FATTY ACID ETHOXYLATE MARKET

### 6.6.1 MIDDLE EAST & AFRICA FATTY ACID ETHOXYLATE MARKET, BY APPLICATION

## 7 FATTY ACID ETHOXYLATES MARKET: COMPETITIVE LANDSCAPE

### 7.1 FATTY ACID ETHOXYLATE MARKET: COMPANY SHARE ANALYSIS

### 7.2 MERGERS & ACQUISITIONS

### 7.3 EXPANSIONS

### 7.4 INVESTMENTS

### 7.5 JOINT VENTURES

## 8 FATTY ACID ETHOXYLATES MARKET, BY COMPANY

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

### 8.1 BASF S.E.

### 8.2 HUNTSMAN INTERNATIONAL LLC

### 8.3 STEPAN COMPANY

### 8.4 CLARIANT AG

### 8.5 INDIA GLYCOLS LTD.

### 8.6 INEOS LTD.

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

## 9 APPENDIX

### 9.1 CUSTOMIZATION OPTIONS

#### 9.1.1 TECHNICAL ANALYSIS

#### 9.1.2 LOW-COST SOURCING LOCATIONS

9.1.3 REGULATORY FRAMEWORK

9.1.4 FATTY ACID ETHOXYLATE USAGE DATA

9.1.5 IMPACT ANALYSIS

9.1.6 TRADE ANALYSIS

9.1.7 HISTORICAL DATA AND TRENDS

9.2 RELATED REPORTS

9.3 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE

9.3.1 RT SNAPSHOTS

## List Of Tables

### LIST OF TABLES

Table 1 GLOBAL FATTY ACID ETHOXYLATE PEER MARKET SIZE, 2014 (USD MN)

Table 2 GLOBAL FATTY ACID ETHOXYLATE: APPLICATION MARKETS, 2014 (USD MN)

Table 3 GLOBAL FATTY ACID ETHOXYLATE MARKET: COMPARISON WITH PARENT MARKET, 2013–2019 (USD MN)

Table 4 GLOBAL FATTY ACID ETHOXYLATE MARKET: COMPARISON WITH PARENT MARKET, 2013–2019 (KT)

Table 5 FATTY ACID ETHOXYLATE MARKET: DRIVERS AND INHIBITORS

Table 6 GLOBAL FATTY ACID ETHOXYLATE MARKET, BY APPLICATION, 2013-2019 (USD MN)

Table 7 GLOBAL FATTY ACID ETHOXYLATE MARKET, BY APPLICATION, 2013-2019 (KT)

Table 8 DEMAND SIDE ANALYSIS:GLOBAL APPLICATION MARKET, 2013-2019 (USD MN)

Table 9 GLOBAL FATTY ACID ETHOXYLATE MARKET, BY APPLICATION, 2013-2019 (USD MN)

Table 10 GLOBAL FATTY ACID ETHOXYLATE MARKET, BY APPLICATION, 2013-2019 (KT)

Table 11 GLOBAL FATTY ACID ETHOXYLATE MARKET IN HOUSEHOLD AND PERSONAL CARE, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 12 GLOBAL FATTY ACID ETHOXYLATE MARKET IN HOUSEHOLD AND PERSONAL CARE, BY GEOGRAPHY, 2013-2019 (KT)

Table 13 GLOBAL FATTY ACID ETHOXYLATE MARKET IN PHARMACEUTICALS, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 14 GLOBAL FATTY ACID ETHOXYLATE MARKET IN PHARMACEUTICALS, BY GEOGRAPHY, 2013-2019 (KT)

Table 15 GLOBAL FATTY ACID ETHOXYLATE MARKET IN OILFIELD, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 16 GLOBAL FATTY ACID ETHOXYLATE MARKET IN OILFIELD, BY GEOGRAPHY, 2013-2019 (KT)

Table 17 GLOBAL FATTY ACID ETHOXYLATE MARKET IN AGROCHEMICALS, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 18 GLOBAL FATTY ACID ETHOXYLATE MARKET IN AGROCHEMICALS, BY GEOGRAPHY, 2013-2019 (KT)

Table 19 GLOBAL FATTY ACID ETHOXYLATE MARKET, BY GEOGRAPHY,

2013-2019 (USD MN)

Table 20 GLOBAL FATTY ACID ETHOXYLATE MARKET, BY GEOGRAPHY,  
2013-2019 (KT)

Table 21 ASIA-PACIFIC FATTY ACID ETHOXYLATE MARKET, BY APPLICATION,  
2013-2019 (USD MN)

Table 22 ASIA-PACIFIC FATTY ACID ETHOXYLATE MARKET, BY APPLICATION,  
2013-2019 (KT)

Table 23 EUROPE FATTY ACID ETHOXYLATE MARKET, BY APPLICATION,  
2013-2019 (USD MN)

Table 24 EUROPE FATTY ACID ETHOXYLATE MARKET, BY APPLICATION,  
2013-2019 (KT)

Table 25 NORTH AMERICA FATTY ACID ETHOXYLATE MARKET, BY APPLICATION,  
2013-2019 (USD MN)

Table 26 NORTH AMERICA FATTY ACID ETHOXYLATE MARKET, BY  
APPLICATION, 2013-2019 (KT)

Table 27 LATIN AMERICA FATTY ACID ETHOXYLATE MARKET, BY APPLICATION,  
2013-2019 (USD MN)

Table 28 LATIN AMERICA FATTY ACID ETHOXYLATE MARKET, BY APPLICATION,?  
2013-2019 (KT)

Table 29 MIDDLE EAST & AFRICA FATTY ACID ETHOXYLATE MARKET, BY  
APPLICATION, 2013-2019 (USD MN)

Table 30 MIDDLE EAST & AFRICA FATTY ACID ETHOXYLATE MARKET, BY  
APPLICATION, 2013-2019 (KT)

Table 31 FATTY ACID ETHOXYLATE MARKET: COMPANY SHARE ANALYSIS, 2013  
(%)

Table 32 GLOBAL FATTY ACID ETHOXYLATE MARKET: MERGERS &  
ACQUISITIONS

Table 33 GLOBAL FATTY ACID ETHOXYLATE MARKET: EXPANSIONS

Table 34 GLOBAL FATTY ACID ETHOXYLATE MARKET: INVESTMENTS

Table 35 GLOBAL FATTY ACID ETHOXYLATE MARKET: JOINT VENTURES

Table 36 BASF SE: KEY FINANCIALS, 2009-2013 (USD MN)

Table 37 HUNTSMAN INTERNATIONAL LLC.: KEY FINANCIALS, 2009-2013 (USD  
MN)

Table 38 STEPAN COMPANY: REVENUES, 2009-2013 (USD MN)

Table 39 CLARIANT AG: KEY FINANCIALS, 2009-2013 (USD MN)

Table 40 INDIA GLYCOLS LTD.: KEY FINANCIALS, 2009-2013 (USD MN)

Table 41 INEOS LTD: KEY FINANCIALS, 2009-2013 (USD MN)

## List Of Figures

### LIST OF FIGURES

Figure 1 GLOBAL FATTY ACID ETHOXYLATE MARKET: SEGMENTATION & COVERAGE

Figure 2 FATTY ACID ETHOXYLATE MARKET: INTEGRATED ECOSYSTEM

Figure 3 RESEARCH METHODOLOGY

Figure 4 TOP-DOWN APPROACH

Figure 5 BOTTOM-UP APPROACH

Figure 6 DEMAND SIDE APPROACH

Figure 7 GLOBAL FATTY ACID ETHOXYLATE MARKET: SNAPSHOT

Figure 8 FATTY ACID ETHOXYLATE MARKET: GROWTH ASPECTS

Figure 9 GLOBAL FATTY ACID ETHOXYLATE MARKET, BY APPLICATION, 2014 VS 2019

Figure 10 FATTY ACID ETHOXYLATE: APPLICATION MARKET SCENARIO

Figure 11 GLOBAL FATTY ACID ETHOXYLATE MARKET, BY APPLICATION, 2014-2019 (USD MN)

Figure 12 GLOBAL FATTY ACID ETHOXYLATE MARKET, BY APPLICATION, 2014-2019 (KT)

Figure 13 GLOBAL FATTY ACID ETHOXYLATE MARKET IN HOUSEHOLD AND PERSONAL CARE, 2013-2019 (USD MN)

Figure 14 GLOBAL FATTY ACID ETHOXYLATE MARKET IN PHARMACEUTICALS, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 15 GLOBAL FATTY ACID ETHOXYLATE MARKET IN OILFIELD, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 16 GLOBAL FATTY ACID ETHOXYLATE MARKET IN AGROCHEMICALS, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 17 GLOBAL FATTY ACID ETHOXYLATE MARKET: GROWTH ANALYSIS, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 18 GLOBAL FATTY ACID ETHOXYLATE MARKET: GROWTH ANALYSIS, BY GEOGRAPHY, 2013-2019 (KT)

Figure 19 ASIA-PACIFIC FATTY ACID ETHOXYLATE MARKET, BY APPLICATION, 2013-2019 (USD MN)

Figure 20 ASIA-PACIFIC FATTY ACID ETHOXYLATE MARKET: APPLICATION SNAPSHOT

Figure 21 EUROPE FATTY ACID ETHOXYLATE MARKET, BY APPLICATION, 2013-2019 (USD MN)

Figure 22 EUROPE FATTY ACID ETHOXYLATE MARKET: APPLICATION



**SNAPSHOT**

Figure 23 NORTH AMERICA FATTY ACID ETHOXYLATE MARKET, BY APPLICATION, 2013-2019 (USD MN)

Figure 24 NORTH AMERICA FATTY ACID ETHOXYLATE MARKET: APPLICATION SNAPSHOT

Figure 25 LATIN AMERICA FATTY ACID ETHOXYLATE MARKET, BY APPLICATION, 2013-2019 (USD MN)

Figure 26 LATIN AMERICA FATTY ACID ETHOXYLATE MARKET: APPLICATION SNAPSHOT

Figure 27 MIDDLE EAST & AFRICA FATTY ACID ETHOXYLATE MARKET, BY APPLICATION, 2013-2019 (USD MN)

Figure 28 MIDDLE EAST & AFRICA FATTY ACID ETHOXYLATE MARKET: APPLICATION SNAPSHOT

Figure 29 FATTY ACID ETHOXYLATE MARKET: COMPANY SHARE ANALYSIS, 2013

Figure 30 BASF SE: BUSINESS REVENUE MIX, 2013

Figure 31 BASF S.E.: REVENUES, 2009-2013 (USD MN)

Figure 32 HUNTSMAN INTERNATIONAL LLC: REVENUE MIX, 2013

Figure 33 HUNTSMAN INTERNATIONAL LLC: REVENUES, 2009-2013 (USD MN)

Figure 34 STEPAN COMPANY: BUSINESS REVENUE MIX, 2013

Figure 35 STEPAN COMPANY: REVENUES, 2009-2013 (USD MN)

Figure 36 CLARIANT AG: REVENUE MIX, 2013

Figure 37 CLARIANT AG: REVENUES, 2009-2013 (USD MN)

Figure 38 INDIA GLYCOLS LTD.: REVENUE MIX, 2014

Figure 39 INDIA GLYCOLS LTD.: REVENUES, 2009-2013 (USD MN)

Figure 40 INEOS LTD: REVENUE MIX, 2013

Figure 41 INEOS LTD.: REVENUES, 2009-2013 (USD MN)

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