

Fatty Alcohols Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Short Chain, Pure & Midcut, Long Chain and Higher Chain), By Application (Industrial & Domestic Cleaning, Personal Care, Lubricants, Plasticizers, Pharmaceutical Formulation and Food & Nutrition), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/F255BFD53299EN.html>

Date: January 2026

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: F255BFD53299EN

Abstracts

The Global Fatty Alcohols Market is projected to expand from USD 6.36 Billion in 2025 to USD 8.56 Billion by 2031, registering a CAGR of 5.08%. Synthesized from natural fats, oils, or petroleum, these high-molecular-weight primary alcohols function as critical chemical intermediates and non-ionic surfactants. The market is underpinned by the enduring necessity for biodegradable cleaning agents in household detergents and emulsifiers within personal care formulations, drivers that represent permanent functional industry requirements rather than temporary market trends.

However, the sector encounters significant hurdles due to the volatility of raw material prices, specifically palm kernel oil, which introduces unpredictability into production planning. This instability compels manufacturers to absorb cost variations, negatively impacting operational efficiency. Despite these economic difficulties, material flow remains substantial; the Malaysian Palm Oil Council reported in 2023 that exports of palm-based oleochemical products, a category largely consisting of fatty alcohols, totaled 2.86 million tonnes.

Market Driver

The rising consumption of household and industrial detergents serves as a major

growth catalyst, fueled by the indispensable role of fatty alcohols as precursors for sulfated surfactants. Expanding hygiene standards and the functional necessity of cleaning agents ensure consistent downstream procurement, requiring manufacturers to secure reliable raw material supplies to meet sustained volume demands. As noted in Galaxy Surfactants' "Annual Report 2023-24" from July 2024, the company recorded an overall volume growth of 7.7%, with its performance surfactants segment?crucial for home care applications?increasing by 4%, demonstrating the resilience of this core demand driver.

Concurrently, the global transition toward bio-based ingredients is altering procurement strategies as brands favor renewable inputs over petrochemical options to align with eco-conscious consumer preferences. This shift is particularly prominent in personal care, where major corporations are reformulating products to improve environmental sustainability. For instance, L'Oréal's "2023 Annual Report" in April 2024 highlighted an 11% sales increase and reiterated a goal to source 95% of ingredients from bio-based origins by 2030. Supporting this industrial trend, Wilmar International reported in March 2024 that sales volumes for its Feed and Industrial Products segment, which includes oleochemicals, rose by 10% to 61.3 million metric tonnes.

Market Challenge

A primary obstacle facing the Global Fatty Alcohols Market is the volatility of raw material prices, particularly regarding palm kernel oil. This instability creates a difficult operational landscape where manufacturers find it challenging to accurately forecast production costs. Because feedstock constitutes a significant proportion of total expenses, sudden price increases often force producers to absorb these costs to maintain competitiveness, thereby compressing profit margins and diverting capital from infrastructure development and capacity expansion.

This disruption is evidenced by recent market data highlighting the severity of cost fluctuations. According to the Malaysian Palm Oil Board, the average price of palm kernel oil increased by 31.2 percent in 2024, reaching RM2,645.50 per tonne. Such a steep rise in the cost of this critical primary input exerts immense pressure on the value chain, forcing manufacturers to operate with diminished financial flexibility and restricting their capacity to respond dynamically to downstream demand.

Market Trends

The adoption of green chemistry and enzymatic manufacturing processes is becoming a

pivotal trend as producers aim to reduce carbon footprints and move away from petrochemical feedstocks through advanced biotechnology. This transition involves using bio-based precursors and low-temperature enzymatic reactions to create fatty alcohols with improved environmental profiles, targeting the eco-friendly home care and "clean beauty" markets. These green methods offer lower energy consumption and precise carbon-chain selectivity compared to traditional oleochemical processes, allowing suppliers to charge premium prices. Croda International's "Full year 2023 results" from February 2024 noted that sales of its bio-based ECO surfactant range grew by over 20%, signaling strong industrial adoption of these sustainable solutions.

Simultaneously, the focus on certified sustainable and traceable sourcing is transforming supply chain strategies, impelled by strict regulations like the European Union Deforestation Regulation (EUDR). Manufacturers are heavily investing in supplier verification systems and satellite monitoring to guarantee that their palm-based fatty alcohol supply chains are verifiable to the estate level and completely deforestation-free. This level of transparency has become a commercial necessity for accessing premium Western markets, driving major players to map their supplier networks extensively. Golden Agri-Resources reported in May 2024, within its "Sustainability Report 2023," that it achieved 99% Traceability to the Plantation (TTP) for its palm supply chain, reflecting the industry's deepened commitment to regulatory compliance and visibility.

Key Market Players

Sasol Limited

Royal Dutch Shell plc

Kao Corporation

Kuala Lumpur Kepong Berhad

Ecogreen Oleochemicals

Procter & Gamble

Emery Oleochemicals

VVF L.L.C.

Musim Mas Holdings

Wilmar International Ltd.

Report Scope

In this report, the Global Fatty Alcohols Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Fatty Alcohols Market, By Type

Short Chain

Pure & Midcut

Long Chain and Higher Chain

Fatty Alcohols Market, By Application

Industrial & Domestic Cleaning

Personal Care

Lubricants

Plasticizers

Pharmaceutical Formulation and Food & Nutrition

Fatty Alcohols Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Fatty Alcohols Market.

Available Customizations:

Global Fatty Alcohols Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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