

India Sodium Lauryl Ether Sulphate (SLES) Market Analysis: Plant Capacity, Production, Operating Efficiency, Process, Demand & Supply, End Use Grade, Application, Sales Channel, Region, Competition, Trade, Customer, and Price Intelligence Market Analysis (2015-2030)

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Abstracts

India Sodium Lauryl Ether Sulphate demand stood at 236 Thousand Tonnes in FY2020 and is forecast to reach 468.63 Thousand Tonnes by FY2030, growing at a healthy CAGR of 7.92% until FY2030. SLES is anionic as per its nature and causes low skin irritation in comparison to its alternatives. Owing to its extraordinary cleaning and emulsifying properties, it is useful in the detergent and surfactant industry for numerous personal care and home care products such as shampoo, soap, toothpaste, etc. The extended use of sodium lauryl sulphate surges the demand for the substance in the market and thus supports the growth of the market in India in the upcoming ten years of forecast. SLES is produced industrially from palm kernel or coconut oil which is prepared by ethoxylation of dodecyl alcohol.

It is primarily consumed in personal care products, home care products as well as in the textile industry as a wetting agent. It also has applications in the printing, dyeing, and petroleum industry as a lubricant, cleaning agent, foaming agent, and degreasing agent. SLES can be bifurcated into grades depending upon its concentration, the product is mainly required in the concentration between 28% to 70 % as per the demand. Industries dilute it with components for making its concentration as per the required formulation in the downstream products. SLES which is nearly 70% concentrated is of superior quality and exists in a paste form, making it convenient for transportation compared to its 28% liquid grade. Thus 70% SLES is mostly purchased for large

distance trading in the national and international market.

The outbreak of COVID-19 in FY2020 disrupted the world economy. The market growth was affected drastically, and production units shut down. Furthermore, the major market players intentionally halted the production keeping their employees' health and wellness in mind. With imposed new regulations of the COVID-19 and proper precautions, the market is anticipated to regain its growth in the years to come. Once the market regains the full function of its production unit, the market is bound to show robust growth in the forecast period. Potential investment in the market is expecting steady growth in the market in the forecast period, until FY2030.

Region-wise, North is the dominant region in the SLES, but the West region is expected to grow in the forecast period. Himachal Pradesh and Uttarakhand have shown tremendous growth in the past years in industrialization due to financial benefits provided by the government on taxes. Many contract manufacturers of pharma and cosmetics have set up a manufacturing unit in the Northern region and flourished due to the incentivized policy. However, the implementation of GST has abolished the incentives and neutralized the same government condition pan India. Manufacturers of cosmetics and pharmaceuticals are shifting to Western locations due to the availability of better geographical advantage and thus sodium lauryl market is expected to flourish in the West for the forecast period. Major Companies operating in SLES manufacturing are Galaxy Surfactants, Sai sulphonate, Novochem Engineering LLP, Nirman chemicals, Vinamax organics, and others.

Years considered for this report:

Historical Years: FY2015– FY2020

Base Year: FY2021

Estimated Year: FY2022

Forecast Period: FY2023 – FY2030

This report will be delivered on an online digital platform with a one-year subscription and quarterly updates.

The objective of the Study:

To assess the demand-supply scenario of SLES which covers production, demand, and supply of SLES market India.

To analyze and forecast the market size of SLES.

To classify and forecast the India SLES market based on end-use, region, sales channel.

To identify drivers and challenges for the India SLES market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in the India SLES market.

To identify and analyze the profile of leading players involved in the manufacturing of SLES.

The pricing of SLES is largely dependent on fluctuations in crude oil, and other upstream sources.

To extract data for the India SLES market, primary research surveys were conducted with SLES manufacturers, suppliers, distributors, wholesalers, and end-users. While interviewing, the respondents were also inquired about their competitors. Through this technique, ChemAnalyst was able to include manufacturers that could not be identified due to the limitations of secondary research. Moreover, ChemAnalyst analyzed various end-user segments and projected a positive outlook for the India SLES market over the coming years.

ChemAnalyst calculated SLES demand in India by analyzing the historical data and demand forecast which was carried out considering imported styrene prices, a monomer used for the production of SLES. ChemAnalyst sourced these values from industry experts and company representatives and externally validated them by analyzing historical sales data of respective manufacturers to arrive at the overall market size. Various secondary sources such as company websites, association reports, annual reports, etc., were also studied by ChemAnalyst.

Key Target Audience:

SLES manufacturers and other stakeholders

Organizations, forums, and alliances related to SLES distribution

Government bodies such as regulating authorities and policymakers

Market research organizations and consulting companies

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as SLES manufacturers, customers, and policymakers. The study would also help them to target the growing segments over the coming years (next two to five years), thereby aiding the stakeholders in taking investment decisions and facilitating their expansion.

Report Scope:

In this report, the India SLES market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Market, by end-use Cosmetics, Textiles, Cleaners, and Detergents, Pharmaceuticals, Others

Market, by Type Palm oil, Coconut Oil, Others

Market, by Sales Channel Direct Sale, Direct Import, Distributor & Traders, Retailers

Market by Region North, East, West, South

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