

# **Asia Pacific Biosurfactants Market Forecast to 2030 – Regional Analysis – by Type (Sophorolipid, Rhamnolipid, Mannosylerythritol Lipids (MELs), Alkyl Polyglucosides (APGs), Surfactin, Phospholipids, Polymeric, and Others) and Application (Household Detergents, Personal Care, Industrial and Institutional Cleaners, Food Processing, Oilfield Chemicals, Leather Processing, Agriculture, Pharmaceuticals, and Others)**

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## **Abstracts**

The Asia Pacific biosurfactants market is expected to grow from US\$ 183.42 million in 2022 to US\$ 317.29 million by 2030. It is estimated to grow at a CAGR of 7.1% from 2022 to 2030.

### **Strong Growth of Personal Care & Cosmetics Industry Fuels Asia Pacific Biosurfactants Market**

The personal care & cosmetics industry is growing significantly as people increasingly buy personal care and beauty products. In recent years, there has been a growth in the use of different cosmetic products among both male and female consumers in their daily routines. The personal care and cosmetic product manufacturers focus on product branding, advertising, and new product launch strategies to increase product sales. The e-commerce industry in many countries has been witnessing a rising growth curve, further boosting the sales of personal care and cosmetic products across the globe. In China, the cosmetic industry is driven by the rising promotion of cosmetic products on social media platforms and the growing use of e-commerce platforms to buy these products. Japan is one of the major markets for cosmetic and personal care products. Thailand also has a high demand for skin care products with natural ingredients.

Further, the personal care & cosmetics industry in India is growing rapidly due to social media marketing, rising digitization, and the advent of e-commerce beauty platforms. In India, improving socio-economic standards and the large-scale development of digital and manufacturing sectors are increasing the demand for cosmetic products.

Rising awareness regarding using chemical-based ingredients in personal care and cosmetics products further drives the demand for biosurfactants. Nowadays, biosurfactants are gaining more attention due to their unique properties such as, environment friendly, biodegradable, nontoxic, and less side effects. Biosurfactants are used in personal care and cosmetics products such as shampoos, conditioners, shower gels, face washes, creams, body washes, facial cleansers, and lotions. Hence, the strong growth of the personal care & cosmetics industry is expected to offer lucrative opportunities for the Asia Pacific biosurfactants market during 2022–2030.

#### Asia Pacific Biosurfactants Market Overview

The Asia Pacific biosurfactants market, by country, is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. The market is driven by factors such as the growing demand from the detergents & cleaning products industry and rising awareness regarding advantages associated with using biosurfactants.

These biocompatible and environmentally friendly biosurfactants have gained significant traction due to their versatile application in industries such as personal care, pharmaceuticals, agriculture, and oil recovery. The rising awareness regarding sustainable and green technologies is expected to propel the demand for biosurfactants due to their effectiveness in reducing environmental impact. Further, the increasing focus on reducing reliance on traditional petrochemical-based surfactants has prompted companies in Asia Pacific to invest in the research, development, and production of these biobased alternatives. Advanced biosurfactant formulas consisting of biosurfactants replace ordinary personal care products such as soaps. Over the coming years, it is anticipated that superior growth can be seen in personal care products, especially in China, which would lead to increased demand for biosurfactants.

Key players such as Evonik and Stepan operating in the Asia Pacific biosurfactants market are adopting various strategies, such as investment in research and development activities and new product launches. In January 2022, Evonik constructed a new production plant for bio-based and fully biodegradable rhamnolipids. This will strengthen Evonik's partnership with Unilever and increase the overall production capacity of biosurfactants.

#### Asia Pacific Biosurfactants Market Revenue and Forecast to 2030 (US\$ Million)

#### Asia Pacific Biosurfactants Market Segmentation

The Asia Pacific biosurfactants market is segmented into product type, application, and country.

Based on product type, the Asia Pacific biosurfactants market is segmented into sphorolipid, rhamnolipid, mannosylerythritol lipids (MELs), alkyl polyglucosides (APGs), surfactin, phospholipids, polymeric and others. The sphorolipid segment registered the largest Asia Pacific biosurfactants market share in 2022.

Based on application, the Asia Pacific biosurfactants market is segmented into household detergents, personal care, industrial and institutional cleaners, food processing, oilfield chemicals, leather processing, agriculture, pharmaceuticals, and others. The household detergents segment held the largest market share in 2022.

Based on country, the Asia Pacific biosurfactants market has been categorized into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific biosurfactants market in 2022.

Allied Carbon Solutions Co Ltd, Saraya Co Ltd, Evonik Industries AG, BASF SE, Sabo SPA, Stepan Co, Deguan Biosurfactant Supplier, and Dow Inc are some of the leading companies operating in the biosurfactants market in the region.

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