

Asia Pacific Calcium Hypochlorite Market Size and Forecast (2021 - 2031)

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Abstracts

The Asia Pacific Calcium Hypochlorite Market is projected to grow significantly, reaching an estimated US\$ 324.4 million by 2031, up from US\$ 217.5 million in 2024. This growth represents a compound annual growth rate (CAGR) of 6.1% from 2025 to 2031, driven by various factors including increased textile production and rising urbanization in the region.

Executive Summary and Market Analysis

The calcium hypochlorite market in the Asia Pacific region has experienced notable growth, primarily due to the booming textile industry. The Asian Development Bank forecasts that by 2030, approximately 2.5 billion people, or 55% of the Asia Pacific population, will reside in urban areas, leading to a projected 55% increase in water demand. China and Vietnam are key players in the textile export market, with China alone accounting for US\$ 297 billion in textile exports in 2024-2025, according to the Observatory of Economic Complexity (OEC). Additionally, Vietnam's yarn exports saw a year-on-year increase of 4% from January to October 2024, totaling 1.5 million metric tons, further highlighting the region's textile production capabilities.

The growing focus on environmental sustainability has also spurred demand for calcium hypochlorite. The Asian Development Bank is actively promoting initiatives for wastewater reuse and management, emphasizing hygiene and sanitation. This increased focus on environmental protection and water management creates significant opportunities for the calcium hypochlorite market in the Asia Pacific region.

Strategic Insights

Market Segmentation Analysis

The Asia Pacific Calcium Hypochlorite Market is segmented by form and application. In terms of form, the market is divided into Powder and Granule, with Powder holding the largest market share in 2024. By application, the market is categorized into Water Treatment, House Cleaners and Detergents, Agrochemicals, Pulp and Paper, Food and Beverage, and Others, with Water Treatment being the leading segment in 2024.

Market Outlook

The rise of e-commerce, particularly following the COVID-19 pandemic, has significantly impacted the global retail landscape. Currently, 64% of the global population, which stands at 8 billion, has internet access, a figure that has doubled over the past decade. The e-commerce sector has seen remarkable growth in emerging markets, driven by a large online consumer base, increased smartphone adoption, economic growth, and a burgeoning middle class. This demographic shift has led to a preference for online shopping, as consumers seek variety, convenience, and accessibility.

As e-commerce continues to expand, the demand for paper products, including packaging materials and hygiene products, is on the rise. Calcium hypochlorite is extensively used in the bleaching process of pulp to achieve the desired whiteness and quality, thus benefiting from the growth in the e-commerce sector.

In Europe, the expanding e-commerce market is expected to create additional opportunities for sanitation and disinfection products, including calcium hypochlorite. The International Trade Administration reported that Europe generated US\$ 631.9 billion in retail e-commerce revenue, with an anticipated annual growth rate of 9.31%, potentially reaching US\$ 902.3 billion by 2027. However, stringent regulations in Europe, such as the EU's biocidal product regulations, are tightening standards for disinfectants used in food, feed, and surface hygiene. This regulatory environment, combined with the growth of e-commerce, is likely to drive demand for effective and compliant disinfection solutions, including calcium hypochlorite, across various sectors.

Country Insights

The Asia Pacific Calcium Hypochlorite Market is further segmented by country, including Australia, China, India, Japan, South Korea, and the Rest of APAC. China is expected to hold the largest market share in 2024, driven by favorable government initiatives and stringent regulations regarding water quality and environmental

protection. The Chinese government has set ambitious targets for wastewater treatment, aiming for 95% treatment rates in all county-level cities. In 2024, China initiated 47,000 water conservation projects with a total investment of US\$ 185 billion, which is expected to significantly boost the demand for calcium hypochlorite for water disinfection.

Company Profiles

Key players in the Asia Pacific Calcium Hypochlorite Market include Accepta Ltd, Merck KGaA, American Elements Inc, China Petroleum & Chemical Corp (Sinopec), Aditya Birla Chemicals (Thailand) Limited, Innova Corporate, Nippon Soda Co. Ltd, Tianjin Ruifuxin Chemical Co. Ltd, Westlake Chemical Corporation, Tosoh Corporation, ORGANIC INDUSTRIES PVT LTD, ACURO ORGANICS LIMITED, Union Group Chemical Company S.L, Haixing Eno Chemical Co. Ltd (Eno Chem), and Shijiazhuang Yuncang Water Technology Corp Ltd. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative solutions to consumers.

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