

South & Central America Calcium Hypochlorite Market Size and Forecast (2021 - 2031)

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Abstracts

The South and Central America Calcium Hypochlorite Market is projected to grow significantly, with an expected market size of approximately US\$ 48.9 million by 2031, up from US\$ 37.3 million in 2024. This growth translates to a compound annual growth rate (CAGR) of 4.2% from 2025 to 2031.

Executive Summary and Market Analysis

The region of South and Central America stands out as a major player in the global pulp and paper industry, largely due to its abundant raw materials. The production of pulp and paper involves various chemical processes, and the presence of metals in raw materials can adversely affect the quality of the final paper products. According to the Brazilian Forest Industry Association (Ib?), Brazil's pulp production saw a 2.6% increase in the first quarter of 2023, reaching 6.1 million tons.

In addition to the pulp and paper sector, there is a growing emphasis on wastewater treatment initiatives across the region, aimed at enhancing hygiene standards. The World Bank Group highlights Chile as a leader in wastewater treatment, successfully treating 90% of its wastewater. Ecuador is also making strides in this area, with projects like the Los Merinos Wastewater Treatment Plant, which is under construction and expected to be operational by 2026. This focus on improving wastewater treatment infrastructure is expected to drive the demand for calcium hypochlorite, which is widely used in these processes.

Strategic Insights

Market Segmentation

The South and Central America Calcium Hypochlorite Market can be segmented by form and application. In terms of form, the market is divided into Powder and Granule, with Powder expected to hold the largest market share in 2024. When segmented by application, the market includes Water Treatment, House Cleaners and Detergents, Agrochemicals, Pulp and Paper, Food and Beverage, and Others, with Water Treatment anticipated to dominate the market in 2024.

Market Outlook

The rise of e-commerce, particularly following the COVID-19 pandemic, has significantly impacted the global retail landscape. Internet access has transformed consumer shopping behaviors, with 64% of the global population now online, a figure that has doubled over the past decade. Emerging markets, including those in South and Central America, are witnessing remarkable growth in the e-commerce sector, driven by a large online consumer base, increased smartphone adoption, and economic growth.

As the middle class expands, there is a growing demand for convenience and variety in shopping, leading to a preference for e-commerce platforms. This shift is expected to boost the consumption of paper products, including packaging materials and hygiene products, which in turn will increase the demand for calcium hypochlorite, as it is essential for bleaching pulp to achieve the desired whiteness and quality.

The rapid growth of internet penetration and the adoption of digital wallets and localized payment solutions are further propelling the e-commerce and retail sectors across South and Central America. The International Trade Administration reports that Brazil is experiencing a surge in e-commerce demand, with projections indicating that the sector could reach US\$36.3 billion in revenue by 2025. By that year, it is estimated that 94 million Brazilians will engage in online shopping, an increase of 3 million from 2024. This growth is fueled by the increasing popularity of digital payment methods, such as PIX, which is expected to surpass credit cards as the leading online payment option in Brazil by 2025. The expansion of e-commerce is likely to increase the demand for packaged goods, which will necessitate stricter hygiene standards and subsequently drive the demand for calcium hypochlorite across various sectors, including industrial, municipal, and residential.

Country Insights

The South and Central America Calcium Hypochlorite Market is further segmented by

country, with Brazil, Argentina, and the Rest of South and Central America being the primary regions. Brazil is expected to hold the largest market share in 2024. The demand for calcium hypochlorite in Brazil is primarily driven by the growth of end-use industries such as paper and pulp production and wastewater treatment. Data from the National Sanitation Information System indicates that Brazil collects an average of 55.8% of its wastewater, with only 51.2% being treated. Additionally, the Brazilian Forest Industry Association (Ib?) reported a 5.8% increase in paper production in Brazil, amounting to 2.7 million tons in the first quarter of 2023. Given that calcium hypochlorite is extensively used as a bleaching agent in paper production, the rising demand for paper and pulp products is expected to significantly contribute to market growth in the country.

Company Profiles

Key players in the South and Central America 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, including expansion, product innovation, and mergers and acquisitions, to enhance their market presence and offer innovative products to consumers.

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