

# **South & Central America Polyacrylic Acid Market Forecast to 2031 - Regional Analysis - by Form (Powder and Liquid), Application (Dispersing Agent, Anti-Scaling Agent, Thickeners, Emulsifiers, Ion-Exchanger, and Others), and End-Use Industry (Water Treatment, Personal Care & Cosmetics, Detergents & Cleaners, Leather & Textiles, Pulp & Paper, Paints & Coatings, Ceramics, and Others)**

<https://marketpublishers.com/r/S79648AF126BEN.html>

Date: March 2025

Pages: 92

Price: US\$ 3,450.00 (Single User License)

ID: S79648AF126BEN

## **Abstracts**

The South & Central America polyacrylic acid market was valued at US\$ 222.16 million in 2023 and is expected to reach US\$ 305.71 million by 2031; it is estimated to register a CAGR of 4.1% from 2023 to 2031.

**Increasing Demand for Polyacrylic Acid from Detergent and Cleaner Applications Fuels South & Central America Polyacrylic Acid Market**

Polyacrylic acids with cross-linkages are used in the manufacturing of household products such as floor cleaners. The ability of polyacrylic acid to act as a dispersing agent and chelating agent is a major factor for its widespread use in detergent and cleaner formulations. With rapid urbanization and modernization, there is a rising emphasis on maintaining clean and sanitized living environments. This increasing awareness about hygiene and cleanliness is particularly evident in urban areas where population density and shared living spaces amplify the risk of spreading germs and pathogens. As a result, consumers increasingly prioritize effective cleaning practices, including the regular use of detergents, to safeguard themselves and their families against illness and infection. Moreover, the COVID-19 pandemic raised awareness of

hygiene and cleanliness across the world. The pandemic emphasized the importance of proper sanitation and hygiene practices in residential, commercial, and industrial places.

Further, the growing concern about enabling a healthier and hygienic environment is leading to increasing demand for industrial detergents and cleaners. Thus, the increasing demand for polyacrylic acid from detergent and cleaner applications is expected to provide lucrative opportunities for the polyacrylic acid market in the coming times.

### South & Central America Polyacrylic Acid Market Overview

Brazil, as one of the largest economies in South America, boasts a diverse industrial landscape spanning automotive, textiles, construction, and personal care sectors, all of which are significant consumers of polyacrylic acid-based products. The growth in urban population and a surge in the number of infrastructure development projects in the country have propelled demand for water treatment solutions, where polyacrylic acid finds extensive application due to its excellent flocculating and dispersing properties. According to data from the National Sanitation Information System, Brazil collected an average of 55.8% of the wastewater produced in the country, of which only 51.2% was treated. Furthermore, the growing awareness of environmental sustainability and stringent regulations governing water quality have spurred the adoption of polyacrylic acid in various industries as an eco-friendly alternative to traditional chemicals. Moreover, the market for cosmetics and personal care presents a lucrative opportunity for polyacrylic acid, as it is widely used in formulations such as hair styling gels, skin creams, and detergents. In 2022, Brazil exported over US\$ 770 million worth of beauty and hygiene products. Additionally, government initiatives aimed at promoting industrial growth and innovation, coupled with investments in research and development, are expected to boost the market expansion in the coming years.

### South & Central America Polyacrylic Acid Market Revenue and Forecast to 2031 (US\$ Million)

#### South & Central America Polyacrylic Acid Market Segmentation

The South & Central America polyacrylic acid market is categorized into form, application, end-use industry, and country.

By form, the South & Central America polyacrylic acid market is segmented into powder

and liquid. The liquid segment held a larger share of the South & Central America polyacrylic acid market share in 2023.

In terms of application, the South & Central America polyacrylic acid market is segmented into dispersing agent, anti-scaling agent, thickeners, emulsifiers, ion-exchanger, and others. The anti-scaling agents segment held the largest share of the South & Central America polyacrylic acid market share in 2023.

Based on end-use industry, the South & Central America polyacrylic acid market is segmented into water treatment, personal care & cosmetics, detergents & cleaners, leather & textiles, pulp & paper, paints & coatings, ceramics, and others. The water treatment segment held the largest share of the South & Central America polyacrylic acid market share in 2023.

Based on country, the South & Central America polyacrylic acid market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil segment held the largest share of South & Central America polyacrylic acid market in 2023.

Arkema SA, Ashland Inc, BASF SE, Evonik Industries AG, The Dow Chemical Co, and The Lubrizol Corp are some of the leading companies operating in the South & Central America polyacrylic acid market.

#### Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the South & Central America polyacrylic acid market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the South & Central America polyacrylic acid market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth South & Central America market trends and outlook coupled

with the factors driving the South & Central America polyacrylic acid market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

### The List of Companies - South & Central America Polyacrylic Acid Market

Arkema SA

Ashland Inc

BASF SE

Evonik Industries AG

The Dow Chemical Co

The Lubrizol Corp

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