

# Linear Alkyl Benzene Market: Current Analysis and Forecast (2025-2033)

<https://marketpublishers.com/r/LF7F61568637EN.html>

Date: September 2025

Pages: 135

Price: US\$ 3,999.00 (Single User License)

ID: LF7F61568637EN

## Abstracts

Linear alkyl benzene is an organic compound derived from the alkylation process of benzene with alkenes. It is a non-corrosive, biodegradable, colorless, oily liquid with a mild odor. Linear alkylbenzene sulfonate (LAS), a synthetic surfactant, is obtained from the sulfonation of linear alkylbenzene. LAS is widely used in the manufacturing of soaps and household cleaning agents due to its emulsifying, foaming, and cleansing characteristics. Other than household products, it is used in oilfield chemicals and the textile industries. Compared to alternative sulphonates, LABs are available at a low cost due to the abundance of their raw material.

The Linear Alkyl Benzene Market is witnessing a steady growth rate of 4.56% within the forecast period (2025- 2033F). Globally, the increasing demand for low-cost and eco-friendly surfactants by various industries is driving the growth of linear alkyl benzene. LAB is obtained through HF-alkylation or DETAL process, where paraffines are dehydrogenated to generate linear alkenes. The expansion of petrochemical industries, along with government support, has increased production capacities to fulfil the demand for detergents, house cleaning agents, and industrial surfactants. Moreover, the increasing awareness of the importance of hygiene, particularly following the pandemic, has further fueled its global growth.

Based on application, the linear alkyl benzene market is segmented into linear alkylbenzene sulfonates (LAS) and non-surfactants. In 2024, the linear alkylbenzene sulfonates (LAS) segment dominated the market and is expected to maintain its leading position throughout the forecast period. Due to its foaming and emulsifying nature, it is widely used in detergents, dishwashing liquids, and the textile industries. Availability of raw materials such as kerosene and benzene ensures their accessibility at a low price. Additionally, it is biodegradable in

nature, unlike branched-chain surfactants. Due to all these factors LAS segment holds the maximum market share.

Based on end use, the linear alkyl benzene market is segmented into detergent, dishwashing liquids, household cleaners, industrial cleaners, and others. The detergent segment held the largest market share in 2024. This is due to the presence of linear alkylbenzene sulfonate (LAS) on a large scale. LAS is a major key ingredient in the production of detergents due to its foaming and emulsifying properties. With the increasing awareness of hygiene after the pandemic, the demand for detergents has notably increased, especially in Africa and Latin America.

Based on distribution channel, the linear alkyl benzene market is segmented into direct sales and indirect sales. In 2024, the direct sales segment dominated the market. This is due to the bulk purchasing of linear alkyl benzene (LAB) by merchants and customers to produce household cleaning products. Big brands such as Reliance, NIDL, Nirma, and IOCL prefer business-to-business sales (B2B) rather than depending on third parties, allowing the companies to offer competitive prices, support, and build long-term relationships with customers.

For a better understanding of the market of the linear alkyl benzene market, the market is analyzed based on its worldwide presence in countries such as North America (The US, Canada, and Rest of North America), Europe (Germany, The UK, France, Italy, Spain, and Rest of Europe), Asia-Pacific (China, Japan, India, and Rest of Asia-Pacific), Rest of World. The Asia-Pacific dominated the global linear alkyl benzene (LAB) market in 2024. This is due to the increasing demand for detergents and cleaning products, the abundant availability of raw materials such as kerosene and benzene, and the low labor cost, which is driving the growth of the region. However, the Rest of the World (RoW) is showing the fastest growth. This is due to the expansion of petrochemical industries, the increasing use of household cleaning products, and the increasing investment in domestic manufacturing factories across the Middle East, Africa, and Latin America.

Some of the major players operating in the market include Reliance Industries Limited (RIL), Honeywell International Inc., Indorama Ventures Public Company Limited, NIRMA, Sasol Limited, Indian Oil Corporation Ltd, Enaspol a. s., FARABI GROUP, Deten Química SA (Moeve Chemicals, S.A.U.), and PT Unggul Indah Cahaya Tbk.



## Contents

### **1 MARKET INTRODUCTION**

- 1.1. Market Definitions
- 1.2. Main Objective
- 1.3. Stakeholders
- 1.4. Limitation

### **2 RESEARCH METHODOLOGY OR ASSUMPTION**

- 2.1. Research Process of the Global Linear Alkyl Benzene Market
- 2.2. Research Methodology of the Global Linear Alkyl Benzene Market
- 2.3. Respondent Profile

### **3 EXECUTIVE SUMMARY**

- 3.1. Industry Synopsis
- 3.2. Segmental Outlook
  - 3.2.1. Market Growth Intensity
- 3.3. Regional Outlook

### **4 MARKET DYNAMICS**

- 4.1. Drivers
- 4.2. Opportunity
- 4.3. Restraints
- 4.4. Trends
- 4.5. PESTEL Analysis
- 4.6. Demand Side Analysis
- 4.7. Supply Side Analysis
  - 4.7.1. Merger & Acquisition
  - 4.7.2. Investment Scenario
  - 4.7.3. Industry Insights: Leading Startups and Their Unique Strategies

### **5 PRICING ANALYSIS**

- 5.1. Regional Pricing Analysis
- 5.2. Price Influencing Factors

## **6 GLOBAL LINEAR ALKYL BENZENE MARKET REVENUE (USD MN), 2023-2033F**

### **7 MARKET INSIGHTS BY APPLICATION**

7.1. Linear Alkylbenzene Sulfonates (LAS)

7.2. Non-Surfactant

### **8 MARKET INSIGHTS BY END-USE**

8.1. Detergent

8.2. Dishwashing Liquids

8.3. Household Cleaners

8.4. Industrial Cleaners

8.5. Others

### **9 MARKET INSIGHTS BY DISTRIBUTION CHANNEL**

9.1. Direct Sales

9.2. Indirect Sales

### **10 MARKET INSIGHTS BY REGION**

10.1. North America

10.1.1. U.S.

10.1.2. Canada

10.1.3. Rest of North America

10.2. Europe

10.2.1. Germany

10.2.2. U.K.

10.2.3. France

10.2.4. Italy

10.2.5. Spain

10.2.6. Rest of Europe

10.3. Asia-Pacific

10.3.1. China

10.3.2. Japan

10.3.3. India

10.3.4. Rest of Asia-Pacific

10.4. Rest of World

## **11 VALUE CHAIN ANALYSIS**

11.1. Marginal Analysis

11.2. List of Market Participants

## **12 COMPETITIVE LANDSCAPE**

12.1. Competition Dashboard

12.2. Competitor Market Positioning Analysis

12.3. Porter Five Forces Analysis

## **13 COMPANY PROFILES**

13.1. Reliance Industries Limited (RIL)

13.1.1. Company Overview

13.1.2. Key Financials

13.1.3. SWOT Analysis

13.1.4. Product Portfolio

13.1.5. Recent Developments

13.2. Honeywell International Inc.

13.3. Indorama Ventures Public Company Limited

13.4. NIRMA

13.5. Sasol Limited

13.6. Indian Oil Corporation Ltd

13.7. Enaspol a. s.

13.8. FARABI GROUP

13.9. Deten Qu?mica SA (Moeve Chemicals, S.A.U.)

13.10. PT Unggul Indah Cahaya Tbk

## **14 ACRONYMS & ASSUMPTION**

## **15 ANNEXURE**

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