



Market Report

Global Surfactant Market

4th Edition

Updated: April, 2016

Language: English

Pages: 605 pages

Price: from 1,490 Euro

Abstract

The global market of surfactants experienced steady growth in the last years. It was valued at approximately US\$30.65 billion in 2015. Growing by 4.4% annually in the coming years, the market is expected to reach US\$39.69 billion by 2021 and to approach US\$45.16 billion by 2024.

Surfactants are used in a large variety of applications, among which household cleaning and industrial applications are the largest application markets.

Acmite Market Intelligence has finished the third update of its comprehensive report on global surfactant market. It is ready for order.

The report examines the current products and application areas, provides extensive market data of 2015, and market forecast through 2021 to 2024. It also outlines the competition landscape, evaluates market chances and risks and anticipates future trends based on a series of influence factors.

- 240 pages analyzing the market
- 70 figure tables
- 340 surfactant manufacturers profiled

With a multi-dimensional and in-depth view of world surfactant market, this report is ideal help for you with decisions about international market penetration, business expansion or project feasibility analysis.

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Global players are not only active in surfactant market, but also in the upstream supply market and downstream application market. The common investment forms are collaboration with local partners or setup of manufacturing facilities. Mergers and acquisitions happen frequently as the result of company restructuring and their seeking for new growing points.

Different from twenty years ago, big companies in developing regions, such as India, China or Malaysia (in surfactant sectors), also have overseas investment strategy.

Diversification or consolidation

The global surfactant market is in a transitional phase: diversification or consolidation.

All surfactant businesses, large or small, are governed by the three overriding issues that determine success: costs, technical quality and environmental impact. A balance between these three factors is crucial for the successful surfactants manufacturer and formulators. Larger producers and small producers apply different strategies to achieve the balance.

Large surfactant producers tend to consolidate, either merging with or buying other companies to search for higher profit margins, to save R&D costs or to seek synergy effect in marketing and sales.

Small to medium-sized companies tend to diversify their products lines and to focus on certain markets. One of their important strategies is to seize the opportunity to move into niche areas passed over by the multinationals giants.

Price Increase for Industrial Surfactants

The surfactant market saw significant price increase in the last years, led by global top suppliers. The margin of overall chemical industry remains low due to the ever stricter regulations, increasing raw material prices and transportation costs. Price increase is a strategic move to compensate the lost margin.

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- trisiloxanes, which is called superwetter, shows an unusual behavior on hydrophobic surface. It promotes rapid spreading of dilute aqueous solutions.
- good foaming and defoaming ability. It is the basis for their use in polyurethane foam manufacture and as foam stabilizer in other applications
- very good lubricity
- ability to impart certain feel to skin and hair

Main applications of silicone surfactants:

Silicone surfactants were firstly introduced to the market for the use in polyurethane foam manufacture in the 1950s. They were soon afterwards applied in other fields, especially in industrial uses. As silicone surfactants are very complicate to manufacture, they are normally used in the fields where other surfactants are not effective. Their uses are based on their unique properties.

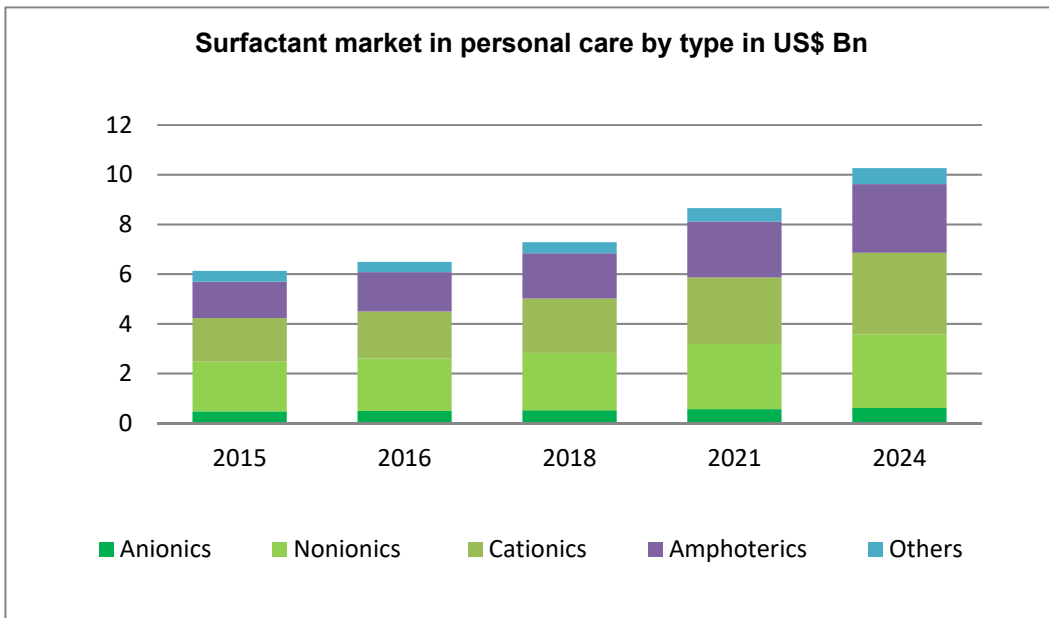
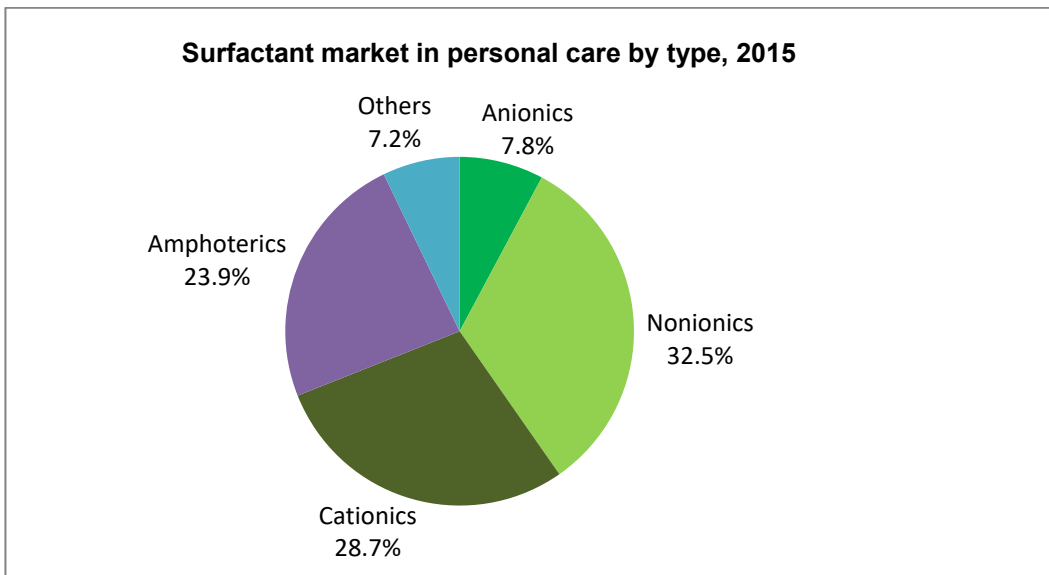
The main application fields of silicone surfactants include:

- manufacture of polyurethane foam, which is the most important commercial used of silicone surfactants
- demulsifiers in gas and oil production
- emulsifiers based on high molecular weights
- defoamers used in hydrocarbon fuels. Silicone surfactant additives are effective in suppressing the foaming tendency of diesel fuels, the choice of silicon and co-solvent depending on the characteristics of the fuel to be treated. The use of defoamers in fuels also reduces the risk of spills polluting the ground, the atmosphere and the consumer
- personal care and cosmetics. Oil soluble silicone surfactants are used to improve the spreading ability of organic oil and waxes in cosmetics and skin care products. Hydrophilic silicone surfactants
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6.3.3.2 Surfactant market in personal care by type in US\$ Bn

	2015	2016	2018	2021	2024	CAGR
Anionics	0.48	0.49	0.52	0.57	0.61	2.7%
Nonionics	1.99	2.11	2.31	2.62	2.97	4.7%
Cationics	1.76	1.90	2.19	2.68	3.28	7.4%
Amphoterics	1.46	1.58	1.82	2.25	2.77	7.7%
Others	0.44	0.42	0.44	0.54	0.64	4.7%
Total	6.13	6.49	7.29	8.65	10.27	5.9%



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Year of Foundation: 1938

Number of employees: 1,300

Revenue (2015): \$1.01Bn

Company profile

Innospec Inc, formerly known as Octel Corp., is a leading company specializing in the development, manufacturing, and distribution of fuel additives, oilfield chemicals, personal care products and other specialty chemicals. The company operates with three business areas: Fuel Specialties, Performance Chemicals and Octane Additives.

Innospec is a large fuel treatment company in the world. The company's Fuel Specialties business unit offers a range of specialty chemical products used as additives in various fuels. Its products include: Refinery Specialties, Performance Specialties, Marine Specialties, Power Specialties, Renewable Fuels Specialties, Fuel Borne Catalysts, and Heating Specialties.

Innospec's Performance Chemicals business manufactures a wide range of

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