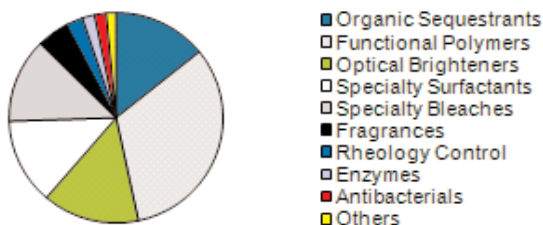


# Chemicals for Household Industrial and Institutional Cleaning Applications Database: China

## 2010 Fact Sheet

Market Breakdown for Household Cleaning Chemicals by Chemical Category in China, 2009



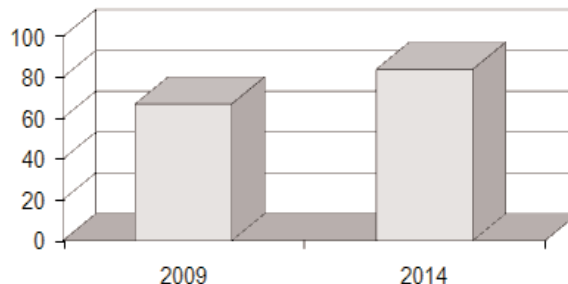
### The Market

In 2009, specialty chemicals used in household cleaning applications were in excess of 65,000 tonnes. Organic sequestrants data shown in the chart excludes phosphates; however, this data is included within the database. Functional polymers consumption is dominated by acrylic acid homo-and copolymers in laundry detergents, approximately 70% of this segment. Other chemicals include odor control and optical brighteners, and these are also included within the database.

### Usage Trends

The volume compound annual growth rate from 2009-2014 is 4.7% when excluding phosphates. If phosphates were included, the market would actually show a decline. Phosphate detergents account for 30% of all detergents used in China, and they are currently being removed. The usage of phosphates is forecast at -3% during the forecast period.

Market Development in China, 2009



### Future Outlook

Chemical consumption in household cleaning applications is forecast at 4.7%. Antibacterials will drive industry growth, with the product group forecast to develop at 7.8% during the forecast period.

Volume Growth by Product Category in China, 2010 to 2014

