



2nd Edition

Industrial Surfactants: Global Market Analysis and Opportunities

Data Released 4th Quarter 2019

Report to be Published 1st Quarter 2020

Base Year 2019

Forecasts to 2024

Regional Coverage: Brazil ■ China ■ Europe ■ Middle East ■ Southeast Asia ■ United States

Cleaning personal care applications represent about two-thirds of the global consumption of surfactants. The remaining one-third is scattered among a number of industrial applications, such as food, paints and coatings, crop protection, and oil and gas. This report focuses on these industrial applications often offering strong growth opportunities, but also driven by complex, application-related drivers, whose identification is key for building a successful, targeted business strategy.

This Report Helps Subscribers to:

- Assess regional consumption of surfactants in each application and by product type
- Understand performance requirements from different end-use applications, and how they are being met
- Determine key surfactants used in each application and find out if substitution is occurring
- Identify the leading suppliers for different surfactants by region and application
- Understand the key growth drivers and restraints in different end-use segments
- Evaluate the growth potential for surfactants and market opportunities



Tentative Report Contents*

Introduction

Executive Summary

- An overview of key findings

End-use Analysis

For each application covered (Table 1), the following information is provided:

- Market overview
 - Market sizing, key trends, key players
 - Regulatory overview
- Product overview
 - Grades and prices
 - Levels of use
- Market sizing
 - Estimated consumption volume/value by product type
- Competitive landscape
 - Industry structure
 - Supplier market share
 - Porter’s Five Forces
- Appraisal and outlook
 - Growth drivers and constraints

Product Analysis

For each major surfactant class covered (Table 2), the following information is provided:

- Estimated consumption in volume and value by end use
- Supplier market shares
- Five-year forecast and rationale

Supplier Profiles

Detailed profiles of 10 leading and niche local manufacturers of surfactants are provided, including the following information:

- Overview
- Surfactants sales
- Grades
- Capacities
- Raw materials
- Sales and marketing
- Technical capabilities
- Outlook

* Subject to subscriber input

Table 1: End-use Applications Included within the Scope

Construction
Crop protection
Food
Lubricants
Metalworking fluids
Oil and gas
Mining
Paints and coatings
Paper
Synthetic latex polymers
Textile
Minor end-uses





Table 2: Surfactants Included within the Scope	
Surfactants class	Surfactant
Amphoterics	Betaines
	Lecithin
Anionics	Alkyl aryl sulphonates
	Alkyl ether sulphates
	Alkyl sulphates
	Fatty acid soaps
	Naphtalene sulphonates
	Lignin sulphonates
	Olefin sulphonates
	Carboxylic ethers
	Parafin sulphonates
	Melamine sulphonates
	Acrylic copolymers
	Phosphate esters
	Sulfosuccinates
	Taurates
Others	
Cationics	Quaternary ammonium compounds
	Fatty amine ethoxylates
Nonionics	Alkalonamides
	Alkyl polyglucosides
	Amine oxides
	Mono and diglycerides
	EO/PO copolymers
	Alkyl phenyl ethoxylates
	Caster oil ethoxylates
	TSP ethoxylates
	Esters emulsifiers
	Fatty alcohol ethoxylates
Others	



Scope

Industrial Surfactants provides a detailed independent appraisal of key regional markets including current and forecast demand by major product and end-use industry, product grades and prices, applications, distribution channels, supplier sales, and technical and market trends. This program comes as two key deliverables: a detailed report for each of the regions considered providing a comprehensive quantitative and qualitative analysis of each market and a fully interactive database for customization with the data.

- Consumption of key surfactants by end-use application and region
- Detailed demand analysis of surfactants by end-use market and region
- Supplier sales by surfactant, application, and region/country
- Average market pricing
- Forecast consumption of surfactants through 2024

Key Benefits

This report assists surfactants suppliers in identifying opportunities within the global industrial surfactants market. It also serves as an invaluable tool in the strategic planning process. This report series provides subscribers with:

- Identification of key growth potential by surfactant, application, and geography to enable development of targeted sales and marketing strategies
- An appraisal of market trends, supply, and demand drivers enabling subscribers to position their polymers to maximize trends within the market
- Competitive intelligence for use in benchmarking
- Forecasting scenarios from which to base solid strategic business plans
- A tool to develop market-entry and market expansion strategies



Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

Primary Research

We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence procurement and assessment, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 60 years.

A FULL SPECTRUM OF SERVICES



North America
+1-973-435-3407

Latin America
+55-11-3079-0792

Europe
+32-2-770-4740

China
+86-21-6012-6500

India
+91-124-4546-100

Japan
+81-3-3242-6277