



INGREDIENTS FOR HOUSEHOLD, INDUSTRIAL, AND INSTITUTIONAL CLEANING APPLICATION

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The study is a comprehensive analysis examining the ingredients market for cleaning applications globally with focus on the eight most important markets. It has three deliverables—a database and a series of report, and a new analytical dashboard. One report per region will focus on key trends, drivers, and restraints in the market.

Scope



- More than 120 ingredients covered within 12 ingredient groups as given in table 1
- Two end uses split out
 - Household
 - Industrial and institutional
- Five applications
 - Laundry care
 - Hard surface cleaners
 - Dish care
 - Deodorizers and disinfectants
 - Floor care

Note: Each application is further split into different sub-applications. For example, laundry care is split into liquid and powder detergents, fabric softeners, prewash stain removers, water conditioners, and bleaches.

Regional Coverage



Africa, Brazil, China, Europe, India, Middle East, Southeast Asia, United States, Rest of World

Features and Timing



Base Year: 2023

To be Published: Q3 2024

5th Edition

CONTENTS

Database

Database provides information on ingredient level across all ingredient groups and allows users to fully customize view.

Data available includes:

- Consumption of each ingredients by application and region
- Consumption by end use across applications (household vs I&I)
- Supplier sales by chemical type and region
- Average market pricing of chemical by region
- Historical and forecast consumption (2020–2028)



Concise reports

Report includes one chapter per ingredient group for each of the seven main regions. Each chapter will provide information on:

- Ingredients pricing
- Market sizing
- Market drivers and restraints including trends
- Appraisal and outlook

Reports are designed to qualitatively explain market dynamics showed in the database.

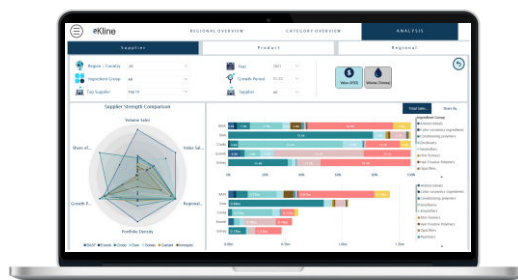


TABLE 1. INGREDIENT GROUPS COVERED

Ingredient Groups	Ingredient Examples
Antimicrobials	BIT, CIT/MIT, PCMC, PCMX, quats, etc.
Bleach and bleach activators	Perborates, TAED< hydrogen peroxide, etc.
Enzymes	Amylases, cellulases, lipases, etc.
Fragrances	Fragrances
Functional polymers	CMC, PVP, PVPP, PET-PEG copolymer, PE wax, etc.
Odor control agents	Cyclodextrins and zinc salts
Optical brighteners	Distyryl and stilbene derivatives, DSDBP, etc.
Organic sequestrants	Citrates, phosphonates, EDTA and derivatives, etc.
Rheology control agents	CMC, HEC, bentonites, carbomer, etc.
Specialty silicones	Functionalized and nonfunctionalized fluids, etc.
Solvents	Organic solvents
Surfactants	LAB, Alcohol ethoxylates, fermentation surfactants, etc.

SUBSCRIBER BENEFITS

Through this global program, subscribers will be better positioned to exploit identified business opportunities at a day-to-day operational level and during the strategic planning process. This program provides subscribers with:



A reliable and independent assessment of the market for ingredients within household, industrial, and institutional cleaning products



Identification of key growth by product and application to enable the development of targeted sales and marketing strategies to exploit high growth areas



Forecasting scenarios from which to base solid strategic business plans

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. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

New and Improved Forecasts



Kline's new enhanced forecasting capabilities combines the power of advanced data science techniques and industry expertise to predict future market metrics. We analyze economic, demographic, social media, and consumer trend indicators to identify the factors driving growth. Our algorithms refine predications, and our automated processes provide the latest data for informed decision-making.

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KLINE CREDENTIALS

Kline, an advisory consultancy and market research firm, combines industry expertise and technology to provide highly predictive and actionable data, insights, and advice. Known as "The Industry Experts," we deliver top-notch services in lubricants and petroleum specialties, professional beauty, and specialty chemicals. This focus gives us a competitive advantage and global leadership in these areas. While we also serve adjacent industries, our specialization sets us apart as the leading experts in our chosen fields.



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