

# Surfactants

The global surfactants industry remains dynamic, however an increasingly discerning consumer base will drive the market towards a more diverse and sustainable product mix.



## Market statistics



2018 Global demand  
**16.8 MMT**



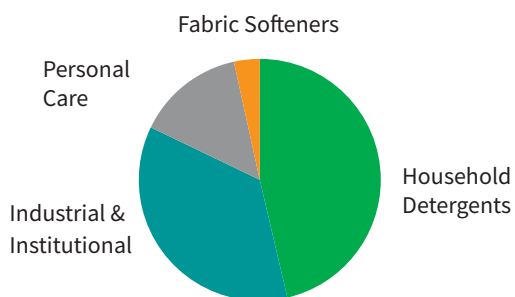
2018 Market value  
**\$39 billion**



AAGR Next 5 yrs  
**2.6%**

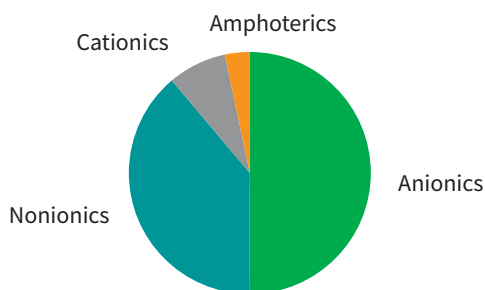
## Applications & Products

### Global Demand by Application



**Household detergents** remains the #1 application. **Personal care** showing higher than average growth rates at 3.1%.

### Global Demand by Product Type



**Anionic Surfactants** remain the #1 product type. Milder **non-ionic** and **amphoterics** showing higher than average growth rates at 2.9% and 4.2% respectively.

## Key factors influencing the industry

- High consumption growth in developing nations
- Increasing sophistication of products and applications in emerging markets
- Focus on sustainable products and processes
- Volatile raw material feedstocks
- Legislation and increasingly discerning consumer base

How will regional growth rates and consumption vary over the next five years?



Which products are growing faster to meet changing consumer demands?



How is the industry investing and restructuring to meet the surfactants landscape of the future?



For more information: <https://ihsmarkit.com/products/chemical-surfactants-scup.html>