

Surfactants

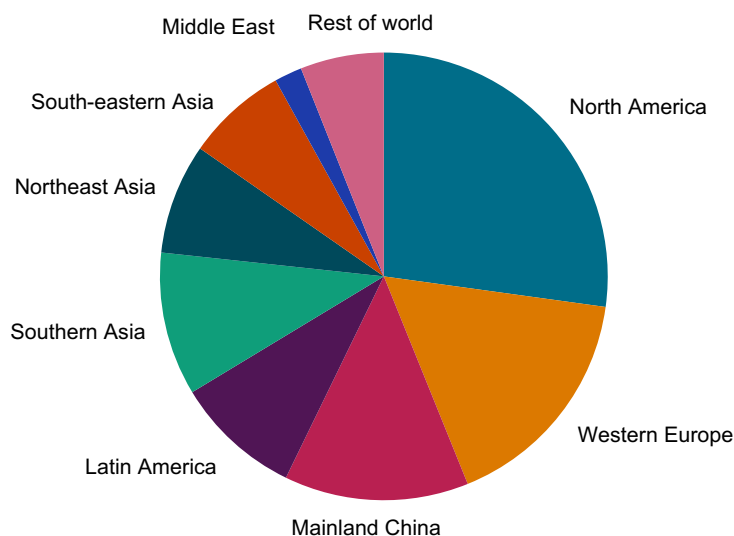
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Abstract

The global consumption of surfactants in 2023 reached approximately 17.6 million metric tons (100% basis) with an estimated market value of \$46.9 billion. Surfactants are used in many applications, not only for their detergency properties, but also for softening, wetting and emulsification. The most important application for surfactants is in the formulation of household detergents; however, they are also used in hand and automatic dishwashing detergents, a range of household cleaners, hair conditioners, cosmetic and personal care products, institutional cleaning products and industrial processes. Higher than average global growth will continue to be recorded in developing regions across all applications, although mature markets will remain dynamic as formulations continue to evolve, especially to meet the accelerating demand for more sustainable solutions and processes.

The following chart shows regional consumption of the \$46.9 billion surfactant market by value:

World consumption of surfactants — 2023








Data compiled Nov. 26, 2024.
Source: S&P Global Commodity Insights.
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Surfactants were at the forefront of the battle against the COVID-19 virus, supporting hygiene in home and institutional applications; however, in some industrial and commercial applications, they experienced a decline. Since 2020, demand has been healthy overall on a global level, but it has come down off the highs of 2020 in some of those high-growth markets that were fueled by the pandemic. Other markets that suffered during the pandemic have made some significant gains through 2023.

For more detailed information, see the table of contents, shown below.

S&P Global's Specialty Chemicals Update Program – Surfactants is the comprehensive and trusted guide for anyone seeking information on this industry. This latest report details global and regional information, including

				
Industry structure, operating characteristics and regulatory environment	Products, functions and markets	Cost structure/ profitability	Technology changes and emerging substitution practices	Quantitative market analysis and forecasts

Key benefits

S&P Global's Specialty Chemicals Update Program – Surfactants has been compiled using primary interviews with key suppliers and organizations, and leading representatives from the industry in combination with S&P Global's unparalleled access to upstream and downstream market intelligence and expert insights into industry dynamics, trade, and economics.

This report can help you

- Identify the competitive environment and key players

- Assess key issues facing both suppliers and their end-use customers
- Understand industry integration strategies
- Keep abreast of industry structure changes, regulatory requirements, and other factors affecting profitability
- Identify new business opportunities and threats
- Follow important commercial developments
- Recognize trends and driving forces influencing specialty chemical markets

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