Surfactants, Household Detergents and Their Raw Materials

May 2025

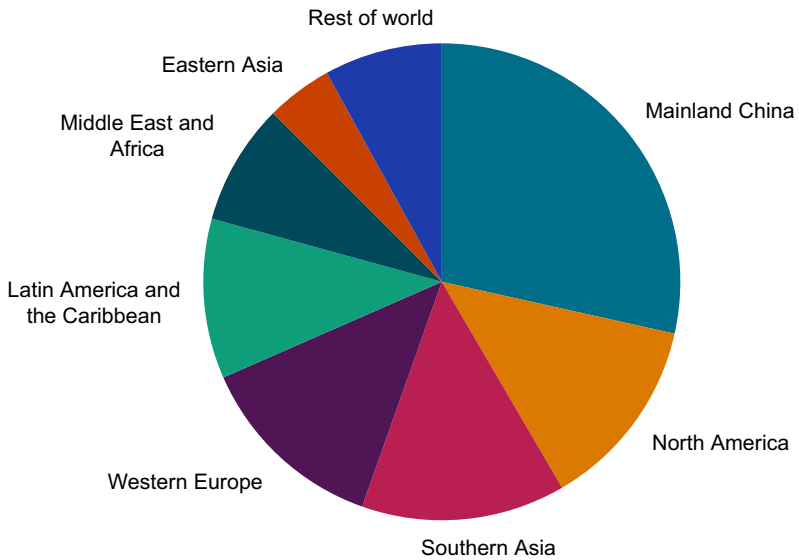
Abstract

Global consumption of household products containing surface-active agents will continue to grow at an average annual rate of 3.5% during 2025–30, driven primarily by the developing markets in Asia, particularly India and Other Eastern Asia. The demand for associated surfactants and their raw materials will vary by region, based on the development of detergent formulations, washing technologies, legislation and consumer preferences for liquid, powder or single-dose products and their impact on sustainability.

The following chart shows consumption of household products containing surfactants by major region:

S&P Global
Commodity Insights

World consumption of household products containing surfactants — 2024



Data compiled April 1, 2025.
Source: S&P Global Commodity Insights.
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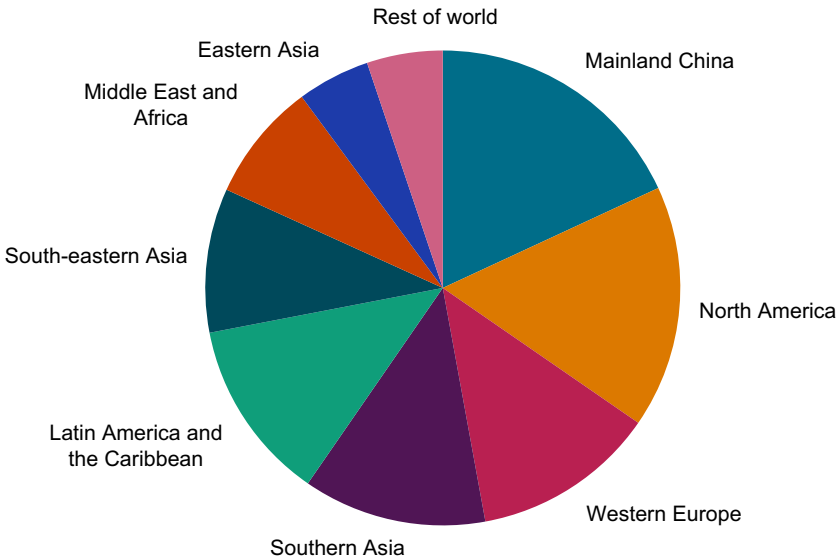
The following chart shows consumption of surfactants used in household detergents by major region:

World consumption of surfactants in household detergents — 2024



Data compiled April 1, 2025.
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Corporate activity in the household detergents and surfactants industry remains dynamic, with numerous divestments, acquisitions and joint ventures, as organizations try to meet the challenges of volatile feedstocks, supply chain disruptions, emerging markets, new capacity expansions and sustainability targets.

This report provides excellent insight into the global market for household detergents and cleaners, as well as the major surfactants used in household detergents and their raw materials associated with the production of such surfactants. It has been compiled using primary industry research and brings together elements of other S&P Global reports in the Chemical Economics Handbook (CEH) and Specialty Chemicals Update Program (SCUP) suite of surfactant-related reports.

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

S&P Global's Chemical Economics Handbook – *Surfactants, Household Detergents and Their Raw Materials* is the comprehensive and trusted guide for anyone seeking information on this industry. This latest report details global and regional information, including

Global summary; regional coverage

Producers with annual capacities and plant sites

Production figures and trends

Consumption and forecasts by end use application

Manufacturing processes and environmental issues

Trade – imports and exports

Key benefits

S&P Global's Chemical Economics Handbook – *Surfactants, Household Detergents and Their Raw Materials* 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 trends and driving forces influencing chemical markets

– Forecast and plan for future demand

– Understand the impact of competing materials

– Identify and evaluate potential customers and competitors

– Evaluate producers

– Track changing prices and trade movements

– Analyze the impact of feedstocks, regulations and other factors on chemical profitability

Table of contents

Executive summary 9
Summary 10
Abbreviations 20
Introduction 23
Environmental issues 27
North America 27
European Union 28
Mainland China 29
Japan 30
Supply and demand by region 31
North America 31
Household detergents 31
Producing companies 31
Products 33
Household laundry detergents 33
Dishwashing liquid detergents 38
Automatic dishwashing detergents 39
Miscellaneous household cleaners 39
Price 39
Surfactants 40
Producing companies 40
Salient statistics 45
Consumption 45
Products 46
Price 54
Surfactant raw materials 54
Producing companies 54
Consumption 55
Ethylene oxide 57
Detergent alcohols 57
Linear alkylbenzene 58
Trade 59
Imports 59
Exports 59
Latin America and the Caribbean 59
Surfactants 59
Producing companies 59
Salient statistics 60
Consumption 61
Products 62
Surfactant raw materials 63
Producing companies 63

Consumption 63
Ethylene oxide 64
Detergent alcohols 64
Linear alkylbenzene 64
Western Europe 65
Corporate activities 65
Associations and interest groups 66
Rules and regulations 68
Household detergents 69
Producing companies 69
Salient statistics 72
Products 74
Laundry powders 74
Laundry liquids 75
Dishwashing (light-duty dishwashing liquids) 75
Household cleaners 76
Price 76
Trade 77
Surfactants 77
Producing companies 77
Salient statistics 84
Consumption 84
Products 86
Price 94
Trade 95
Imports 95
Exports 96
Surfactant raw materials 96
Producing companies 96
Consumption 97
Linear alkylbenzene 99
Detergent alcohols 99
Linear alpha-olefins 99
Ethylene oxide 99
n-Paraffins 99
Price 100
Central and Eastern Europe 100
Household detergents 100
Producing companies 100
Salient statistics 102
Price 103
Trade 104
Surfactants 104
Producing companies 104
Salient statistics 105
Consumption 106
Price 108
Trade 109

Imports 109
Exports 110
Surfactant raw materials 111
Turkey 112
Household detergents 112
Producing companies 112
Salient statistics 112
Price 114
Surfactants 115
Producing companies 115
Salient statistics 115
Consumption 116
Price 118
Trade 119
Imports 119
Exports 120
Surfactant raw materials 120
Eurasia 121
Household detergents 121
Producing companies 121
Salient statistics 123
Price 125
Surfactants 126
Producing companies 126
Salient statistics 127
Consumption 128
Price 130
Trade 131
Imports 131
Exports 132
Surfactant raw materials 132
Middle East 133
Household detergents 133
Producing companies 133
Salient statistics 135
Price 137
Trade 138
Surfactants 138
Producing companies 138
Salient statistics 140
Consumption 140
Price 142
Trade 143
Imports 143
Exports 144
Surfactant raw materials 145
Africa 146

Household detergents 147
Producing companies 147
Salient statistics 148
Price 150
Trade 151
Surfactants 151
Producing companies 151
Salient statistics 152
Consumption 153
Price 155
Trade 156
Imports 156
Exports 157
Surfactant raw materials 158
Southern Asia 159
India 159
Household detergents 159
Producing companies 159
Salient statistics 160
Price 161
Trade 162
Surfactants 162
Producing companies 162
Salient statistics 164
Consumption 165
Price 168
Trade 169
Surfactant raw materials 170
Other Southern Asia 172
Surfactants 172
Producing companies 172
Salient statistics 172
Consumption 173
Price 175
Mainland China 176
Household detergents 176
Producing companies 179
Salient statistics 181
Surfactants 182
Producing companies 182
Salient statistics 188
Consumption 192
Anionic surfactants 192
Nonionic surfactants 194
Cationic surfactants 195
Amphoteric surfactants 195
Price 195
Surfactant raw materials 196

Producing companies 196
Consumption 197
Linear alkylbenzene 198
Detergent alcohols 199
Price 199
Japan 200
Household detergents 200
Producing companies 201
Laundry powders 202
Laundry liquids and dishwashing liquids 202
Detergent formulation 203
Salient statistics 204
Price 205
Trade 206
Surfactants 207
Producing companies 207
Anionic surfactants 207
Nonionic surfactants 208
Other surfactants 210
Salient statistics 211
Consumption 212
Price 212
Surfactant raw materials 213
Producing companies 213
Consumption 213
Linear alkylbenzene 214
Detergent alcohols 214
Linear alpha-olefins 215
Other Eastern Asia 215
Household detergents 215
Producing companies 215
Production 216
Trade 217
Surfactants 219
Producing companies 219
Salient statistics 220
Consumption 221
Surfactant raw materials 222
South-eastern Asia 223
Surfactants 223
Producing companies 223
Salient statistics 226
Consumption 227
Surfactant raw materials 228
Oceania 228
Surfactants 228
Producing companies 228

Salient statistics 229
Consumption 229
Surfactant raw materials 231
Additional resources 232
Revisions 234

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