



# Industrial Surfactants: Emerging Markets Analysis and Opportunities

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Base Year: 2017

Forecasts to 2022

**Regional Coverage:** India ■ The Middle East ■ Southeast Asia

Besides well-known and understood personal care and cleaning applications, a variety of industrial applications are potential growth segments for surfactants suppliers. Crop protection, paints and coatings, lubricants, and textiles are just a few examples. The nature of these applications is very different and requires precise understanding for suppliers to position their products well and make the most of the opportunities. After the publication of detailed assessments of China, Europe, and the United States in 2016, Kline is widening its coverage to new markets offering new opportunities, but also driven by different factors.

## This Report Will Help Subscribers to:

- Assess regional consumption of surfactants in each application and by product type
- Understand performance requirements from different end-use applications, and how are they being met
- Determine key surfactants used in each applications 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 the different end-use segments
- Evaluate the growth potential for surfactants and market opportunities





**Table 2: Surfactants Included within the Scope**

Surfactants class	Surfactant
Amphoterics	Betaines
	Lecithin
	All other
Anionics	Alkyl aryl sulphonates
	Alkyl ether sulphates
	Alkyl sulphates
	Carboxylic ethers
	Fatty acid soaps
	Lignin sulphonates
	Naphtalene sulphonates
	Olefin sulphonates
	Parafin sulphonates
	Phosphate esters
	Sulfosuccinates
	Taurates
	All other
Cationics	Quaternary ammonium compounds
	Fatty amine ethoxylated
	All other
Nonionics	Alkalonamides
	Alkylphenol ethoxylates/nonylphenol ethoxylates (APE/NPE)
	Alkyl polyglucosides (APG)
	Amine oxides
	Castor oil ethoxylates
	Esters emulsifiers
	EO/PO copolymers
	Fatty alcohol ethoxylates
	Mono- and diglycerides
	TSP Ethoxylates
All other	



## Scope

Industrial Surfactants: Emerging Markets Analysis and Opportunities will provide a detailed independent appraisal of three fast growing markets (India, the Middle East, and Southeast Asia), 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 will come as two key deliverables: a detailed report for each of the region considered giving a comprehensive quantitative and qualitative analysis of each regional market and a fully interactive database for customization with the data.

- Consumption of key surfactants by end-use application and by region
- Detailed demand analysis of surfactants by end-use market and region
- Supplier sales by surfactant, application, and region
- Average market pricing
- Forecast consumption of surfactants until 2022

## Key Benefits

This report will assist surfactants suppliers in identifying opportunities within the regional industrial surfactants industry. It will also serve as an invaluable tool in the strategic planning process. This report series will provide subscribers with:

- An independent assessment of the industrial surfactants market in the covered regional markets, enabling each subscriber to understand the context in which each regional business operates
- Identification of key growth potential by surfactant, application, and geography to enable development of targeted sales and marketing strategies to exploit high growth areas
- Competitive intelligence for use in benchmarking
- An appraisal of market trends, supply, and demand drivers enabling subscribers to position their polymers to maximize trends within the market
- 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 50-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, 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 50 years.

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