

Ingredients for Household, Industrial and Institutional Cleaning Application

Base Year: 2020

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4th edition

Regional Coverage:

A comprehensive analysis examining the ingredients market for cleaning applications globally with focus on the seven most important markets. The study has two deliverables: Database and Report. One report per region will focus on key trends, drivers, and restraints in the market.

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

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.

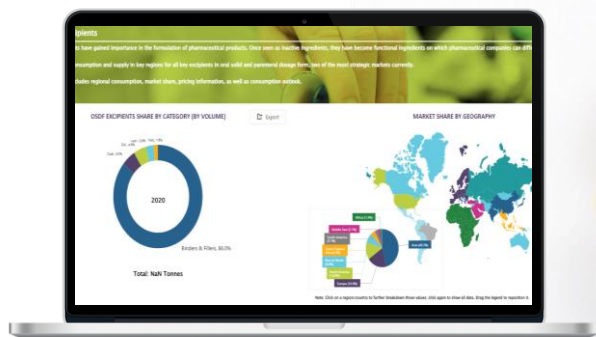
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Database

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

Data available includes the following:

- 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 (2014-2025)



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 | Alkyl benzene sulfonates, Alcohol ethoxylates, etc. |

REPORT 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, especially after the outbreak of COVID-19, which is expected to drive demand for cleaning products. 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 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.

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