

# Ingredients for Household, Industrial and Institutional Cleaning Application: Africa Market Analysis

**Base Year: 2020**

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**1<sup>st</sup> edition**

**Regional Coverage:** • Africa

While often seen as a mature market, HI&I ingredients and its market potential in Africa is considered important. This study offers a comprehensive analysis examining the ingredients market for cleaning applications in the region. The study has two deliverables: a database and a report.

## SCOPE

- › More than 120 ingredients covered within 12 ingredient groups, as shown in Table 1
- › Two end-uses
  - › Household
  - › Industrial and Institutional
- › The Africa region will be further split by sub-regions:
  - › North Africa (Morocco, Algeria, etc.)
  - › East Africa (Ethiopia, Ken, etc.)
  - › West Africa (Ghana, Niger, etc.)
  - › South Africa (South Africa, Namib, etc.)

- › 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.

# CONTENTS

## Database

The database provides information on the level of the ingredient across all ingredients groups and allows users to fully customize their view. Data available includes:

- Consumption of each ingredient by application
- Consumption by end-use across applications (household vs. I&I)
- Supplier sales by chemical type
- Average market pricing of chemical
- Forecast consumption (2020-2025)

## Concise reports

The report includes one chapter per ingredient group. 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**

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, Proteases, Mannases
Fragrances	Fragrances
Functional polymers	CMC, PVP, PVPP, PET-PEG Copolymer, PE Wax, etc.
Odor control agents	Cyclodextrins and Zinc salts
Optical brighteners	Distyryl derivatives, Stilbene derivatives
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

With this Africa-focused presentation, subscribers will be better positioned to exploit identified business opportunities on 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 the 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.

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