

Ingredients in I&I Cleaning: Cross-segment Analysis and Opportunities

Base Year: 2021

**Brazil, Europe, U.S.
Published: Q2 2022**

**China Published:
Q3 2022**

1st edition

Regional Coverage:

Building on the knowledge gathered in our *Ingredients for Household, Industrial, and Institutional Cleaning Applications* analysis, this study focuses on the I&I segment and analyzes the market from an end-use angle.

- Brazil
- Europe
- China
- United States

SCOPE

- › More than 120 ingredients covered within 12 ingredient groups as given in Table 1
- › Seven end-use applications
 - Commercial laundry
 - Food and beverage processing
 - Hotel, restaurant, and catering (HoReCa)
 - Healthcare
 - Technical cleaning
 - Building care
 - Vehicle cleaning and transportation care

TABLE OF CONTENTS

Database

The database provides information at the ingredient level across all ingredient groups and allows users to fully customize the view. Data available includes the following:

- Consumption of each ingredients by end-use application and region
- Supplier sales by chemical type and region
- Average market pricing of chemical by region
- Forecast consumption (2021–2026)

Concise reports

The report includes one chapter per end-use application for each of the covered regions. Each chapter will provide information on:

- Industry macroeconomics
- Ingredients consumption
- Competitive landscape
- Market drivers and restraints, including trends
- Appraisal and outlook

The 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. This program provides subscribers with:

A reliable and independent assessment of the market for ingredients within industrial and institutional cleaning products

Identification of growth by product and application to help develop targeted sales and marketing strategies to exploit high growth areas

Forecasting scenarios based on industry analysis 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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