



Personal Care Ingredients: Surfactants Market Analysis

**Base Year: 2018
+ Covid-19 impact
update**

**Published:
2019/2020**

10th edition

**Regional
Coverage:**

Surfactants is the most consumed ingredient group in the personal care industry. Its demand is driven by daily use products, such as shampoos, conditioners, toothpaste, shaving creams, and liquid soaps. For that reason, surfactants are among the most resilient ingredients during the COVID-19 pandemic.

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

SCOPE

For each region the study provides:

- › Product overview by surfactant category and ingredient
- › Market size and overview by application and nature of ingredient (synthetic vs natural)
- › Supplier sales by ingredient type, application, and region
- › Average market pricing
- › Consumer perceptions
- › Forecast consumption of ingredients within a five-year timeframe

Forecasts through 2023

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Database

The database provides information on surfactant ingredients group levels across all ingredients and allows users to fully customize the view. Data available includes the following:

- Consumption by application and region
- Supplier sales by region
- Average market pricing by region
- Historical and forecast consumption (2014-2023)

Concise report

Report includes information on:

- Ingredients pricing
- Market sizing
- Market drivers and restraints including trends
- Appraisal and outlook

The report is designed to qualitatively explain market dynamics shown in the database.

COVID-19 add-on report

Subsequently published in April 2020, this report analyzes the impact of the sanitary crisis on the personal care industry and ingredients suppliers.



Surfactants Covered	
Ingredient Groups	Ingredient Examples
Amphoteric	Amphoacetates, betaines, sultaines
Anionics	Acyl glycinates, acyl isethionates, alkoxyates, alkyl sulfonates, carboxylates, glutamates, sarcosinates, sodium lauryl sulfate/sodium lauryl ether sulfate, sulfosuccinates, taurates
Cationics	Behentrimonium chloride, cetrimonium chloride, other QACs, quaternium 18, soytrimonium chloride
Co-surfactant	Alkanolamides
Nonionics	Amine oxides, caprylyl/capryl glucoside, coco glucosides, decyl glucosides, fatty alcohol ethoxylates, lauryl glucosides
Opacifiers	Opacifiers
Pearlizers	Pearlizers

REPORT BENEFITS

Personal Care Ingredients: Global Market Analysis - Surfactants Market Analysis is a practical tool designed for marketing, business, and product managers to help them:

Empower sales, marketing, and strategic management personnel to utilize the most current personal care ingredient data

Learn key product usage patterns for each specific market segment and active ingredient volumes, including generics

Understand the competitive landscape and market share situation at the level of the ingredient for each region

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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