



# Surfactants Pricing Update: Country Analysis and Opportunities

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**Base Year: 2020**

A quarterly update on pricing, market developments, regulations, and other important factors affecting the surfactants industry. The report will also provide updates on key surfactant suppliers.


**To be published:  
Quarterly**

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

**Regional Coverage:**

- Europe
- United States

## SCOPE

- › Prices of surfactants, with a focus on surfactants shown in table 1 on the following page
    - Factors impacting surfactants prices
  - › Market developments
    - New launches of surfactants
  - Mergers and acquisitions, divestments, and partnerships in the surfactants industry
  - Regulatory updates
  - Developments in key applications such as personal care, plus the HI&I cleaning industry for surfactants
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## Introduction

## Executive Summary

An overview of the report findings

## Pricing Update

- Prices of surfactants to be provided at 100% active basis along with terms of shipment, every quarter, and in a table format.

## Market Developments

- New product launches for surfactants
- Mergers & acquisitions, partnerships, divestments within the surfactants value chain
- Information on regulatory updates affecting the surfactants industry
- Key developments in the personal care and HI&I cleaning industries and other industrial applications for surfactants

**Table 1. Surfactants Covered**

Alcohols C12-C15 2-3 EO	LABSA C11-C12
Alcohols C12-C15 6-9 EO	Naphthalene sulphonates
Alkyl sulphates	Natural fatty alcohols C12-C14 2-3 EO
Alkyl ether sulphates 2-3 EO	Natural fatty alcohols C12-C14 6-9 EO
Cocamidopropyl betaine	Olefin sulphonates
Ester quats	SLS/SLES
Fatty amine ethoxylates such as oleyl amine ethoxylates and coco amine ethoxylates	



## REPORT BENEFITS

This report serves as an excellent resource for surfactants suppliers and distributors. Specifically, it assists subscribers by providing:

A highly reliable and independent assessment of the changes in the surfactants industry

Identification of key growth areas to enable development of targeted sales and marketing strategies to exploit high growth areas

Competitive benchmarking

## 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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+1-973-435-3407

### Brazil

+55-11-3079-0792

### China

+86-21 6012-6500

### Dubai

+971-4-214-9892

### Europe

+32-2-770-4740

### India

+91-124-4546-100

### Japan

+81-3-3242-6277