

Global Fatty Alcohol Alkoxylates Market 2018 Key Players, Trends, Sales, Supply, Demand, Analysis & Forecast to 2023

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Executive Summary

Fatty alcohol alkoxylates (FAA) is a class of non-ionic surfactants, which is readily biodegradable in nature with minimal toxicity as compared to its counterparts. It is mainly produced by the alkoxylation of fatty alcohols with addition of ethylene oxide (EO) and propylene oxide (PO). Fatty alcohol alkoxylates have a wide range of applications such as wetting agents, emulsifiers, and dispersion applications among others and it is consumed across an array of industries viz., household cleaning, industrial & institutional cleaning, detergent intermediates, textile, and personal care among others for the latter applications. Fatty alcohols from the natural and synthetic production routes are used in the preparation of fatty alcohol alkoxylates. On the basis of carbon chain distribution in each type of fatty alcohol alkoxylates, it is used for different applications across different industries. For instance, the long chain alcohol alkoxylates such as C16 and C18 are widely consumed in personal care industry as surfactants and cream base.

The need for biodegradable and non-toxic surfactants from the prominent end-users of fatty alcohol alkoxylates viz., household cleaning and I&I cleaning coupled with the penetration of the latter end-user industries in the developing markets along with the growth of personal care industry are some of the market impetus factors fostering growth of global fatty alcohol alkoxylate market includes, are some growth prospects associated with the growth of global fatty alcohol alkoxylates market. Also, trends such as capacity expansion and expansion of cosmetic manufacturers to the developing markets is anticipated offer lucrative opportunities for fatty alcohol alkoxylate manufacturers. For instance, expansion of cosmetic giant L'Oreal in Egypt to cater the surge in demand for cosmetics and personal care products across Middle East & Africa. According to MRFR analysis, the global fatty alcohol alkoxylates market was valued at USD 564.4 million in 2016 and is expected to be valued at USD 787.8 million by the end of 2023, expanding at a CAGR of 5.0%.

FIGURE 1 GLOBAL FATTY ALCOHOL ALKOXYLATES MARKET, BY TYPE, 2016 (%)

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Regional Analysis

Regionally the global market for fatty alcohol alkoxylates is divided into five main regions namely—North America, Europe, Asia Pacific, Latin America, and Middle East & Africa. Among the aforementioned regions, Asia Pacific market dominated the market for fatty alcohol alkoxylates in

terms of value and volume. In terms of volume, nearly ~ 40% of global market is acquired by Asia Pacific region. Some of the protuberant factors attributed towards this dominance includes the fragmentation of fatty alcohol alkoxyates market with Chinese manufacturers coupled with increasing penetration of the end-use industries can be attributed to the market growth in the region. Also, infrastructural development, rapid urbanization and industrialization in the developing markets is expected to boost the demand for I&I and household cleaning products which in turn will witness considerable demand for fatty alcohol alkoxyates during the forecast period.

The second largest market for fatty alcohol alkoxyates was estimated to be North America in 2017, in terms of value and volume. The penetration of front load machines and automatic dishwashers in the households along with the prevalence of auto wash centres and Laundromat services in the region is attributed to the growth of fatty alcohol alkoxyates market in North America. Also, regulations allied to the biodegradability and toxicity of non-ionic surfactants in the regions is one of the prominent factor for fatty alcohol alkoxyate market growth in the North America region

Segmentation

The global fatty alcohol alkoxyates market is segmented on the basis of Types, Application and Region. On the basis of type, global fatty alcohol alkoxyates market is segmented into Oleochemical Based FAA, Petroleum Based FAA. The Oleochemicals based FAA is further sub-segmented into— Lauryl Alcohol Alkoxyate, Cetostearyl Alcohol Alkoxyate, Behnyl Alcohol Alkoxyate, Stearyl Behnyl Alkoxyate, Stearyl Alcohol Alkoxyate among others and the petroleum based FAA is further sub-segmented into— Olefin Alkoxyates, Ethylene Alkoxyate, Propylene Oligomer Alkoxyates among others. Based on end use, the global fatty alcohol alkoxyates is segmented into— Household Cleaning, Detergent Intermediates, I&I Cleaning, Textile, Personal Care among others.

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Key Players

Key players of the global fatty alcohol alkoxyates market are BASF SE, Huntsman Corporation, KLK OLEO, Clariant International AG, Croda International Plc, SASOL and Stepan Company among others.

The report about Global Fatty Alcohol Alkoxyates Market by Market Research Future comprises of extensive primary research along with detail analysis of qualitative as well as quantitative aspects by various industry experts and key opinion leaders to gain a deeper insight of the market and industry performance. The report gives a clear picture of the current market scenario which includes past and estimated future market size in terms of value and volume, technological advancement, macro economical and governing factors in the market. The report further provides detail information about strategies used by top key players in the industry. It also gives a broad study about different market segments and regions.

Key Findings

Global Fatty alcohol alkoxyates Market is projected to reach USD 787.8 million by 2023 with 5.0% CAGR during review period of 2017-2023. Regionally, Asia Pacific accounted for the largest share in terms of value and volume due to growing application industries in the region. As per analysis, the fatty alcohol alkoxyates market is categorised as a fragmented market, however, tier-1 manufacturers dominates the market. Asia Pacific's dominance is followed by North America and Europe. Asia Pacific is expected to be the fastest growing region in as compared to other regional markets with an

annual growth rate of 6.0% during the review period 2017 to 2023. Oleochemical based fatty alcohol alkoxylates, by type is the dominating segment owing to its environmental benefits over the petroleum based alkoxylates

Intended Audience

Fatty Alcohol Alkoxylates manufacturers
Traders and distributors of Fatty Alcohol Alkoxylates
Production Process industries
Potential investors
Raw material suppliers
Nationalized laboratory

Continuous...

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