

North America to be the Most Lucrative Market for Sodium Cocoyl Isethionate-Based Surfactants – Fact.MR Study

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/EINPresswire.com/ -- The impact of the COVID-19 outbreak has compelled several manufacturers and industries to rethink their operations to gradually recover from the losses incurred for years to come. The organic chemicals industry suffered a huge setback due to halted production and a limited supply of raw materials.

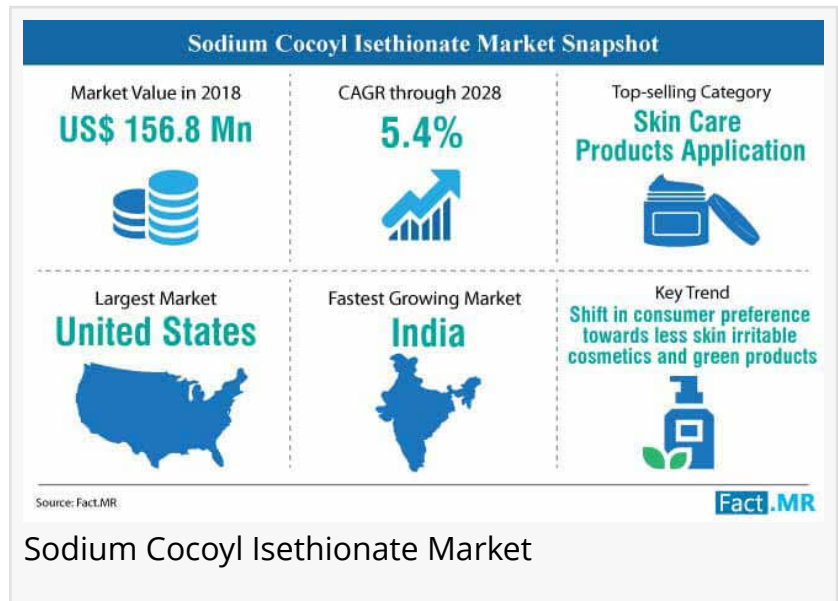
The report offers actionable and valuable [market insights of Sodium Cocoyl Isethionate-Based Surfactants](#).

The latest report by Fact.MR provides details on the present scenario of the market across various regions along with the historic data and forecast of the market. The report also includes information on the sales and demand of Sodium Cocoyl Isethionate-Based Surfactants Market across various industries and regions.

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The market study done by Fact.MR gives exclusive information about how the market will grow. The study identifies crucial trends that are determining the [growth of Sodium Cocoyl Isethionate-Based Surfactants market](#). This newly published report sheds light on vital dynamics, such as the drivers, restraints, and opportunities for key market players as well as emerging players associated with the production and supply. The latest report by Fact.MR provides detailed Market Analysis of Sodium Cocoyl Isethionate-Based Surfactants

This newly published and insightful report sheds light on Market Insights of Sodium Cocoyl Isethionate-Based Surfactants, key dynamics, their impact on the overall value chain from suppliers to end-users and Growth of Sodium Cocoyl Isethionate-Based Surfactants Market.



According to a recent Fact.MR study, over 40,000 tons of Sodium Cocoyl Isethionate-Based Surfactants are expected to be sold in 2019 with increasing adoption of the chemical compound as a surfactant in personal care and home care products to emerge as a vital factor for healthy market growth.

The study opines that skin care products will continue to remain at the forefront of Sodium Cocoyl Isethionate-Based Surfactants demand throughout the forecast period on the back of burgeoning demand for organic and natural goods in the personal care market. Derived from coconut oil, Sodium Cocoyl Isethionate-Based Surfactants exhibits high foaming ability and mildness towards the skin making the chemical an efficient and eco-friendly alternative to sulfate-based surfactants. Additionally, its structure makes it an efficient emulsifier which clings to dirt and efficiently clears it off surfaces irrespective of the nature of water it is used with. Its efficient cleaning action coupled with moisture retention is finding widespread usage in the production of syndet bars.

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With consumer expectations constantly on the rise, skin care product manufacturers are leveraging the benefits offered by Sodium Cocoyl Isethionate-Based Surfactants to gain a competitive edge in the market. In addition, Sodium Cocoyl Isethionate-Based Surfactants manufacturers are combining various surfactants with the chemical compound to meet the growing needs of the skin care products market. Intensifying research towards modifying the structure of the compound to improve its efficiency and performance is likely to further fuelling the adoption of Sodium Cocoyl Isethionate-Based Surfactants as a surfactant in skin care products with global sales expected to surpass 21,000 tons in 2019.

Aggressive Marketing and Burgeoning E-commerce Sales to Augment Market Proliferation
Sensing the shifts in consumer pattern, manufacturers are focusing on leveraging innovative digital marketing strategies to appeal to a wider consumer base. Use of social media platforms and influencers for product promotions is gaining momentum among market players. Personal care product manufacturers are increasingly leveraging the platform to extend their consumer base and improve their profit margins. According to the study, social media platforms are likely to emerge strongly as a potent avenue of hair and skin care products in the foreseeable future. These broader trends are likely to provide an impetus to the [demand for Sodium Cocoyl Isethionate-Based Surfactants](#).

The Fact.MR study opines that both local and leading personal care products manufacturers are extending their sales network using e-commerce platforms. According to a report by the United Nations, the total revenue generated from e-commerce sales was estimated to be over US\$ 25 billion. E-commerce platforms are expected to help personal care product companies gain penetration in the market and bolster sales of these products. Widespread consumer

acceptance of the platform, companies are increasingly leveraging reaching out to consumers demanding personal care products with natural ingredients. With access to an extensive network of consumers, manufacturers are increasingly including the use of Sodium Cocoyl Isethionate-Based Surfactants -based surfactants in their products to maximize their profits.

Full Access of this Exclusive Report is Available at- <https://www.factmr.com/checkout/3287>

Sustainability – a Key Determinant of Success

Growing consumer interest in ethical and environmentally-friendly products is a key trend impacting the performance of the market. In addition to the use of natural surfactants in products, companies are increasingly labeling them as zero waste producers to further capitalize on the sustainability trend. Use of minimum biodegradable packaging for home and personal care products to promote sustainability is emerging as a novel marketing technique to lure in consumers.

Further, the introduction of innovative personal care products such as bath bombs which require surfactants with superior foaming properties is another vital factor estimated to fuel the uptake of Sodium Cocoyl Isethionate-Based Surfactants.

The Fact.MR report tracks the Sodium Cocoyl Isethionate-Based Surfactants market for the period 2018-2028. According to the report, the Sodium Cocoyl Isethionate-Based Surfactants market is projected to grow at 3.7% CAGR through 2028.

Key Question answered in the survey of Sodium Cocoyl Isethionate-Based Surfactants market report:

Sales and Demand of Sodium Cocoyl Isethionate-Based Surfactants

Growth of Sodium Cocoyl Isethionate-Based Surfactants Market

Market Analysis of Sodium Cocoyl Isethionate-Based Surfactants

Market Insights of Sodium Cocoyl Isethionate-Based Surfactants

Key Drivers Impacting the Sodium Cocoyl Isethionate-Based Surfactants market

Which are the Key drivers impacted by Sodium Cocoyl Isethionate-Based Surfactants market

Restraints Shaping Market Growth

Market Survey of Sodium Cocoyl Isethionate-Based Surfactants

More Valuable Insights on Sodium Cocoyl Isethionate-Based Surfactants Market

Fact.MR, in its new report, offers an unbiased Market Analysis of Sodium Cocoyl Isethionate-Based Surfactants, Sales and Demand of Sodium Cocoyl Isethionate-Based Surfactants, analyzing forecast statistics through 2019 and beyond. The study reveals growth projections on the basis of various criteria.

Explore Fact.MR's Coverage on the Chemicals and Materials Domain:

Bio-succinic Acid Market - <https://www.factmr.com/report/5405/biosuccinic-acid-market>

Surge Suppression IC Market – <https://www.factmr.com/report/surge-suppression-ic-market>

Liquid Propellants Market – <https://www.factmr.com/report/Liquid-Propellants-Market>

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