

# Methyl Ester Sulfonate Global Market 2024 To Reach \$2.25 Billion By 2028 At Rate Of 13.8%

*The Business Research Company's  
Methyl Ester Sulfonate Global Market  
Report 2024 – Market Size, Trends, And  
Global Forecast 2024-2033*

LONDON, GREATER LONDON, UK,  
August 19, 2024 /EINPresswire.com/ --  
The methyl ester sulfonate market has  
experienced robust growth in recent  
years, expanding from \$1.18 billion in

2023 to \$1.34 billion in 2024 at a compound annual growth rate (CAGR) of 13.6%. The growth in the historic period can be attributed to rising demand for biodegradable cleaning products, growing use in personal care products, increased adoption in the detergent industry, growing demand for surfactants, increased use in hair care products, and increased use in soaps.



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## Strong Future Growth Anticipated

[The methyl ester sulfonate market is](#) projected to continue its strong growth, reaching \$2.25 billion in 2028 at a compound annual growth rate (CAGR) of 13.8%. The growth in the forecast period can be attributed to growing awareness of environmental concerns, government subsidies and incentives, growing awareness of health

concerns, growing demand for natural ingredients, and increased demand from the pharmaceutical sector.

Explore Comprehensive Insights Into The Global Methyl Ester Sulfonate Market With A Detailed Sample Report:

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## Growth Driver Of The Methyl Ester Sulfonate Market

The rising demand for personal care products is expected to propel the growth of the methyl ester sulfonate market going forward. Personal care products are items used for hygiene and grooming, encompassing a wide range of products to maintain and improve one's physical appearance and cleanliness. A growing emphasis on health and wellness increases spending on

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personal care products that enhance appearance, hygiene, and overall well-being. Methyl ester sulfonate is used in personal care products such as shampoos, soaps, and skincare products. Its mildness and ability to produce stable foams contribute to a positive user experience.

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<https://www.thebusinessresearchcompany.com/report/methyl-ester-sulfonate-global-market-report>

### Major Players And Market Trends

Key players in the methyl ester sulfonate market include BASF SE, Wilmar International Ltd., The Dow Chemical Company, Thermo Fisher Scientific Inc., Henkel AG & Co. KGaA, Evonik Industries AG.

Major companies operating in the methyl ester sulfonate market are developing innovative products, such as sulfate-free anionic surfactants, to meet the growing demand for environmentally friendly and sustainable alternatives to traditional surfactants. A sulfate-free anionic surfactant is a cleansing agent with a negatively charged head and hydrophobic tail commonly found in personal care products that effectively removes dirt and oil while being gentler on the skin and hair compared to sulfate-based alternatives.

### Segments:

- 1) By Type: Sodium Methyl Ester Sulfonate, Calcium Methyl Ester Sulfonate, Other Types
- 2) By Form: Liquid, Powder, Flakes
- 3) By Application: Detergents, Personal Care, Dish Wash, Industrial And Institutional Cleaners, Laundry, Textile Industry, Other Applications

### Geographical Insights: Europe Leading The Market

Europe was the largest region in the methyl ester sulfonate market in 2023. Asia-Pacific is expected to be the fastest-growing region in the forecast period. The regions covered in the methyl ester sulfonate market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

### Methyl Ester Sulfonate Market Definition

Methyl ester sulfonate (MES) is a high-performance anionic surfactant obtained by sulfonation of saturated fatty acid methyl esters. It exhibits excellent detergency, calcium ion stability, water solubility, biodegradability, tolerance to hard water, and less toxicity compared to traditional fossil-based surfactants like linear alkyl benzene sulphonates (LAS).

Methyl Ester Sulfonate Global Market Report 2024 from The Business Research Company covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan,

Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Methyl Ester Sulfonate Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [methyl ester sulfonate market size](#), methyl ester sulfonate market drivers and trends, methyl ester sulfonate market major players, methyl ester sulfonate competitors' revenues, methyl ester sulfonate market positioning, and methyl ester sulfonate market growth across geographies. The methyl ester sulfonate market report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 15000+ reports in 27 industries, spanning 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

### Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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