

# Ethoxylates Market In 2029

*The Business Research Company's  
Ethoxylates Market In 2029*

LONDON, GREATER LONDON, UNITED KINGDOM, December 31, 2025 /EINPresswire.com/ -- "Ethoxylates Market to Surpass \$17 billion in 2029. In comparison, the Ethyl Alcohol And Other Basic Organic Chemical market, which is considered as its parent market, is expected to be approximately \$2,046 billion by 2029, with Ethoxylates to represent around 1% of the parent market. Within the broader Chemicals industry, which is expected to be \$7,043 billion by 2029, the Ethoxylates market is estimated to account for nearly 0.2% of the total market value.

Which Will Be the Biggest Region in the Ethoxylates Market in 2029

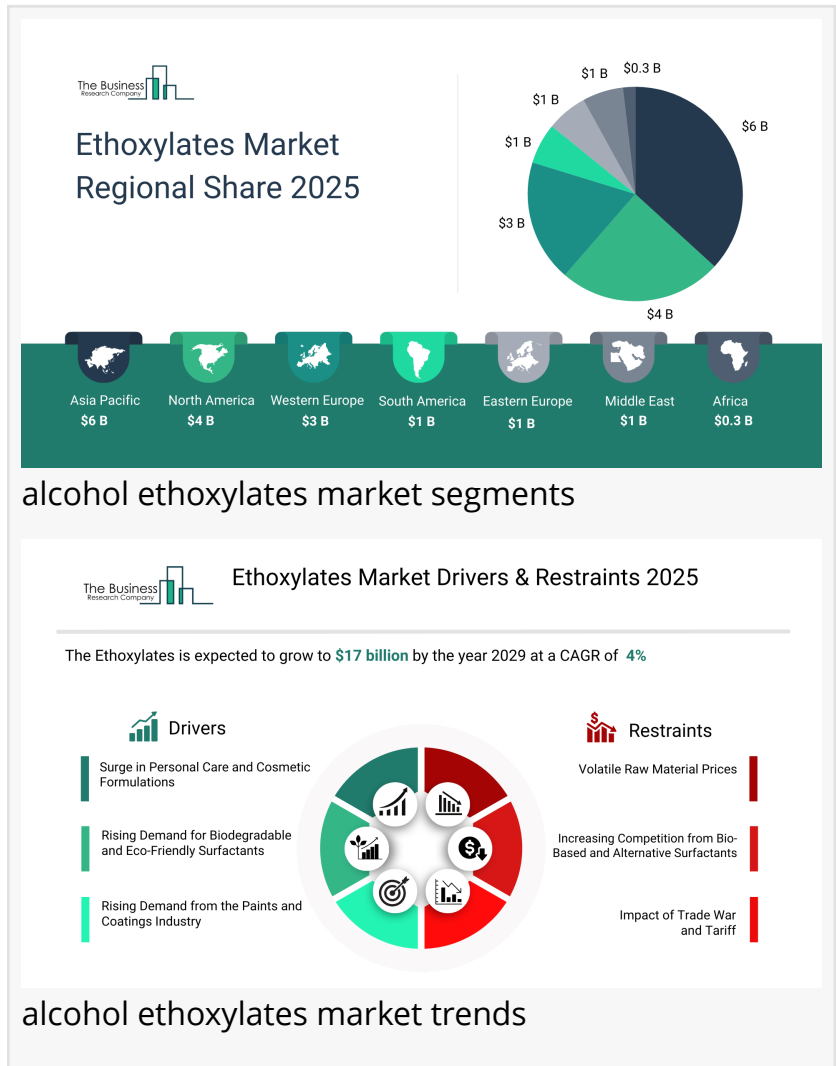
Asia Pacific will be the largest region in the ethoxylates market in 2029, valued at \$7,252 million. The market is

expected to grow from \$5,750 million in 2024 at a compound annual growth rate (CAGR) of 5%. The steady growth can be attributed to the rising demand for biodegradable and eco-friendly surfactants and surge in personal care and cosmetic formulations.

Which Will Be The Largest Country In The Global Ethoxylates Market In 2029?

The USA will be the largest country in the ethoxylates market in 2029, valued at \$3,860 million. The market is expected to grow from \$3,220 million in 2024 at a compound annual growth rate (CAGR) of 4%. The steady growth can be attributed to the rising demand from the paints and coatings industry and supportive government policies for green chemistry.

Request a free sample of the Ethoxylates Market report



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What will be Largest Segment in the Ethoxylates Market in 2029?

The ethoxylates market is segmented by product into alcohol, fatty amine, fatty acid, ethyl ester, glyceride and other products. The alcohol market will be the largest segment of the ethoxylates market segmented by product, accounting for 55% or \$9,368

million of the total in 2029. The alcohol market will be supported by its wide availability as a raw material, high chemical reactivity with ethylene oxide, compatibility with various end-use formulations, cost-effectiveness in large-scale production, biodegradability and lower environmental impact, versatility in producing nonionic surfactants and increasing demand in

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Expected to grow to \$18.16 billion in 2029 at a compound annual growth rate (CAGR) of 5.5%”

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detergent and personal care industries. Alcohol ethoxylates are versatile surfactants that help in cleaning, emulsifying, and foaming across various industries, including personal care, household products, and agriculture. They effectively remove oils and grease, improve spreadability, and ensure stable emulsions in products like detergents, shampoos, and industrial cleaners.

The ethoxylates market is segmented by application into household and personal care, institutional and industrial cleaning, pharmaceutical, agrochemicals, oilfield chemicals and other applications. The household and personal care market will be the largest segment of the ethoxylates market segmented by application, accounting for 41% or \$6,982 million of the total in 2029. The household and personal care market will be supported by the rising demand for effective and gentle cleaning agents, increasing consumer preference for biodegradable and non-toxic formulations, extensive use of ethoxylates in detergents, shampoos, soaps and skincare products, ability to provide excellent emulsifying, foaming and solubilizing properties, regulatory support for safer surfactants and ongoing product innovation driven by the need for sustainable and skin-friendly solutions.

The ethoxylates market is segmented by end-use into detergents, personal care, ointments and emulsions, herbicides, insecticides, foam control and wetting agents, lubricants and emulsifiers and other end-uses. The detergents market will be the largest segment of the ethoxylates market segmented by end-use, accounting for 35% or \$5,876 million of the total in 2029. The detergents market will be supported by the widespread use of ethoxylates as nonmonic



surfactants in laundry and dishwashing products, their excellent emulsifying, wetting and foaming properties, ability to perform effectively in both hard and soft water, growing consumer demand for biodegradable and skin-friendly cleaning agents, increasing awareness about hygiene and sanitation and continuous innovation in detergent formulations to enhance cleaning performance and environmental safety.

What is the expected CAGR for the Ethoxylates Market leading up to 2029?

The expected CAGR for the ethoxylates Market leading up to 2029 is 4%.

What Will Be The Growth Driving Factors INThe Global Ethoxylates Market In The Forecast Period?

The rapid growth of the global ethoxylates market leading up to 2029 will be driven by the following key factors that are expected to reshape industrial formulations and chemical manufacturing processes worldwide.

**Surge In Personal Care And Cosmetic Formulations** - The surge in personal care and cosmetic formulations will become a key driver of growth in the ethoxylates market by 2029. The surge in personal care and cosmetic formulations is significantly driving demand in the ethoxylates market, as these compounds are widely used as emulsifiers, surfactants and solubilizers in a variety of products such as shampoos, creams, lotions and cleansers. With consumers increasingly seeking effective, multifunctional and gentle formulations, manufacturers are turning to ethoxylates for their superior foaming, cleansing and emulsifying properties. As the personal care industry grows rapidly especially in emerging markets there is a rising demand for ethoxylate-based ingredients that offer both performance and cost-efficiency, fueling sustained market expansion. As a result, the surge in personal care and cosmetic formulations is anticipated to contributing to a 1.5% annual growth in the market.

**Rising Demand For Biodegradable and Eco-Friendly Surfactants** - The rising demand for biodegradable and eco-friendly surfactants will emerge as a major factor driving the expansion of the ethoxylates market by 2029. Rising demand for biodegradable and eco-friendly surfactants is driving growth in the ethoxylates market, as industries increasingly prioritize sustainable and non-toxic alternatives in product formulations. Consumers and regulators alike are pushing for greener ingredients in sectors such as personal care, household cleaning and agrochemicals. This shift encourages manufacturers to develop and adopt ethoxylates derived from natural or renewable sources that offer high performance while meeting environmental standards. Additionally, supportive policies and global sustainability goals are accelerating the transition toward eco-friendly surfactants, strengthening market opportunities for biodegradable ethoxylate solutions. Consequently, the accelerating rising demand for biodegradable and eco-friendly surfactants capabilities is projected to contributing to a 1.1% annual growth in the market.

**Rising Demand From The Paints And Coatings Industry** - The rising demand from the paints and coatings industry processes will serve as a key growth catalyst for the ethoxylates market by

2029, as manufacturers increasingly adopt smart production systems to enhance automation and data-driven decision-making. By embedding AI vision into digital manufacturing frameworks, factories can automatically detect defects, monitor product quality in real time, and optimize process performance with minimal human intervention. Therefore, this rising demand from the paints and coatings industry operations is projected to supporting to a 0.8% annual growth in the market.

**Supportive Government Policies For Green Chemistry** - The supportive government policies for green chemistry will become a significant driver contributing to the growth of the ethoxylates market by 2029, Supportive government policies for green chemistry are driving increased demand for ethoxylates, particularly those derived from renewable or biodegradable sources. Regulatory frameworks promoting safer chemicals, reduced environmental impact and sustainable manufacturing are encouraging industries to adopt eco-friendly surfactants in their formulations. Incentives, subsidies and research funding further support the development and commercialization of greener ethoxylate variants. As governments prioritize environmental protection and chemical safety, manufacturers are increasingly aligning with green chemistry principles accelerating innovation and growth in the ethoxylate market. Consequently, the supportive government policies for green chemistry strategies is projected to contributing to a 0.5% annual growth in the market.

Access the detailed Ethoxylates Market report here:

<https://www.thebusinessresearchcompany.com/report/ethoxylates-global-market-report>

**What Are The Key Growth Opportunities In The Ethoxylates Market in 2029?**

The most significant growth opportunities are anticipated in the alcohol ethoxylates market, the household personal care ethoxylates market, and the ethoxylates detergents market. Collectively, these segments are projected to contribute over \$5 billion in market value by 2029, driven by rising demand for high-performance surfactants, expanding use of biodegradable and environmentally friendly formulations, and increasing consumption across cleaning, cosmetic, agricultural, and industrial applications. This surge reflects growing regulatory pressure for sustainable chemicals, rapid adoption of multifunctional surfactants in manufacturing workflows, and the continued shift toward eco-efficient product development, fueling transformative growth within the broader ethoxylates industry.

The alcohol ethoxylates market is projected to grow by \$1,959 million, the household personal care ethoxylates market by \$1,484 million, and the ethoxylates detergents market by \$1,226 million over the next five years from 2024 to 2029.

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