

# Surfactants Market Forecast to Expand to US\$ 71.3 Billion by 2033, Expanding at 5.6% CAGR - Persistence Market Research

*Bio-based surfactants are a key opportunity, driven by EU Green Deal mandating 2030 targets and Unilever's reported 25% sales premium*

LONDON, LONDON, UNITED KINGDOM, May 6, 2026 /EINPresswire.com/ -- Market Overview

According to the latest study by Persistence Market Research, the global [Surfactants Market](#) is poised for steady expansion, with its valuation projected to grow from US\$ 48.7 billion in 2026 to US\$ 71.3 billion by 2033, registering a CAGR of 5.6% during the forecast period. Surfactants, known for their ability to reduce surface tension between liquids or between a liquid and a solid, are widely used across industries such as homecare, personal care, agriculture, and oilfield chemicals. Increasing consumer awareness regarding hygiene, coupled with rapid industrialization, is significantly contributing to the sustained demand for surfactants globally.



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## Rising Demand in Homecare and Personal Care Applications

The growing emphasis on cleanliness and sanitation, especially in the post-pandemic era, has fueled the demand for surfactants in homecare products such as detergents, dishwashing liquids, and surface cleaners. Additionally, the personal care segment continues to expand due to increasing consumer spending on skincare, haircare, and cosmetic products. Surfactants play a crucial role in formulations by enhancing cleansing, foaming, and emulsifying properties, thereby boosting their adoption across these applications.

## Shift Toward Biobased Surfactants

One of the most prominent trends shaping the market is the increasing shift toward environmentally friendly and sustainable surfactants. Biobased surfactants derived from renewable resources are gaining traction due to rising environmental concerns and stringent regulatory frameworks. Manufacturers are investing in green chemistry solutions to develop biodegradable and less toxic alternatives, aligning with global sustainability goals and consumer preferences for eco-friendly products.

### Technological Advancements in Formulation Chemistry

Continuous advancements in formulation technologies are enabling the development of high-performance surfactants with improved efficiency and reduced environmental impact. Innovations in molecular design are allowing manufacturers to create multifunctional surfactants that deliver enhanced performance in diverse conditions, including extreme temperatures and pH levels. This technological progress is expected to open new avenues for application across industrial and specialty sectors.

### Expanding Applications in Industrial and Institutional Cleaning

Industrial and institutional (I&I) cleaners represent a rapidly growing application segment, driven by the need for stringent hygiene standards in commercial spaces such as hospitals, hotels, and manufacturing facilities. Surfactants are essential components in these cleaning agents, providing superior grease removal and disinfection properties. The expansion of the hospitality and healthcare sectors is further amplifying demand in this segment.

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### Growth in Agriculture and Oilfield Chemicals

Surfactants are increasingly being utilized in agriculture chemicals to improve the effectiveness of pesticides and herbicides by enhancing their spreadability and absorption. Similarly, in oilfield applications, surfactants are used in enhanced oil recovery (EOR) techniques to improve extraction efficiency. The growing need for higher agricultural productivity and energy demand is expected to drive surfactant consumption in these sectors.

### Booming Construction and Paints & Coatings Sector

The construction industry's growth, particularly in emerging economies, is contributing to increased demand for surfactants in paints, coatings, and construction chemicals. Surfactants are used to stabilize emulsions, improve dispersion, and enhance the durability of coatings. Rapid urbanization and infrastructure development projects are expected to further bolster demand in this segment.

## Regional Growth Dynamics

Regionally, East Asia and South Asia & Oceania are expected to witness significant growth due to rapid industrialization, urban population expansion, and rising disposable incomes. North America and Europe remain mature markets, driven by technological innovation and sustainability initiatives. Meanwhile, Latin America and the Middle East & Africa are emerging as promising markets due to increasing investments in industrial and agricultural sectors.

## Market Segmentation

The surfactants market is segmented based on source, product type, application, and region. By source, the market is divided into petroleum-based and biobased surfactants, with the latter gaining momentum due to environmental benefits. Based on product type, the market includes non-ionic surfactants, amphoteric surfactants, and others, each offering distinct functional advantages. In terms of application, surfactants are widely used in homecare, personal care, industrial & institutional cleaners, food processing, oilfield chemicals, agriculture chemicals, textiles, emulsion polymers, paints & coatings, and construction. Geographically, the market spans North America, Europe, East Asia, South Asia and Oceania, Latin America, and the Middle East & Africa.

## Competitive Landscape and Strategic Developments

The global surfactants market is characterized by intense competition, with key players focusing on product innovation, sustainability initiatives, and strategic partnerships to strengthen their market position. Companies are increasingly investing in research and development to create high-performance and eco-friendly surfactants. Mergers, acquisitions, and expansions into emerging markets are also common strategies adopted by leading players to enhance their global footprint.

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## Company Insights

- Akzonobel N.V
- BASF SE
- Evonik Industries AG
- Solvay S.A
- Clariant AG
- Huntsman International LLC
- Dow Inc.
- Kao Corporation

- Henkel Adhesives Technologies India Private Limited
- Bayer AG
- Godrej Industries Limited

## Future Outlook and Opportunities

The surfactants market is expected to witness robust growth opportunities driven by sustainability trends, technological advancements, and expanding application areas. Increasing regulatory pressure to reduce environmental impact will accelerate the adoption of biobased surfactants. Additionally, rising demand from emerging economies and evolving consumer preferences for high-performance, eco-friendly products will continue to shape the market landscape. As industries innovate and adapt to changing market dynamics, the surfactants market is set to remain a critical component of global industrial and consumer product ecosystems.

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Ajaykumar Patil  
Persistence Market Research  
+1 6468786329

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