

Report Information

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Ethoxylates Market Research Report- Forecast till 2030

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Description:

Ethoxylates Market Overview

Market Research Future (MRFR) anticipates the Ethoxylates Market Share to grow at a rate of 3.36% between 2020-2030 (forecast period).

COVID-19 Analysis

The COVID-19 outbreak has had a brutal impact on the chemicals industry, with the lockdown leading to temporary shutdown of manufacturing facilities and pause of operations. In view of the devastating effects of the SARS-CoV-2 pandemic, players are focusing on bolstering their supply chains while accelerating their manufacturing processes to develop a wider range of ethoxylates, in a bid to prevent further revenue losses. Also, surging demand for ethoxylates in healthcare and food industries, especially following the novel coronavirus, could also have a positive impact on the Ethoxylates Market in the coming period.

Market Dynamics

Drivers

Ethoxylates Market Size Expands as Demand for Low-Rinse Detergents Soars

Low-rinse detergents have been gaining a lot of traction in the Ethoxylates Market, given their rising popularity as strong cleaners. The demand is further bolstered by recent studies that claim that the foam produced is not related to the cleaning capacity of the detergent. Low-rinse detergents generally do not ionize in the solution and are highly resistant to the hardness of the water. Sensing the opportunity, vendors are striving to develop low-rinse products like methyl ester ethoxylates that generate low foam while also cutting down excess water use. Low-foaming detergents find higher use in automatic dishwashing machines, rinse aids and front-loading washing machines. In a nutshell, mounting demand for low-rinse detergents has fostered the demand for ethoxylates, which are primarily non-ionic surfactants.

Opportunities

Rising Demand for Eco-Friendly Products to be an Attractive Opportunity

Environmental concerns have mounted significantly, considering the high toxicity level of a few key ethoxylates. As a result, manufacturers are now more focused on developing eco-friendly products, with alcohol ethoxylates/AE emerging as a major substitute for toxic ethoxylates. AE contains impressive performance properties and find extensive applications across end-use industries. These are biodegradable and sustainable unlike NPEs, making them highly preferable among manufacturers. Therefore, alcohol ethoxylates' heightened demand in line with growing preference for eco-friendly products could be a huge opportunity for top players in the following years.

Challenges

Ethoxylates Exhibit Low Growth Scope in Developed Countries

With escalating consumption of alternatives in household & personal care products, ethoxylates are observing a decline in their demand across developed countries. A few ethoxylates like Nonylphenol happen to be toxic and are therefore, banned in developed countries. This has raised the demand for substitutes such as sodium laureth sulfate, ammonium laurel sulfate and sodium lauryl sulfate; which is touted to be a major challenge for the vendors in the near future.

Segment Overview

Alcohol Ethoxylate to Witness the Most Extensively Use

The key types of ethoxylates in the market are Fatty Amine Ethoxylates, Alcohol Ethoxylates, Methyl Ester Ethoxylates, Fatty Acid Ethoxylates, Glyceride Ethoxylates, Ethyl Ester Ethoxylates, Polyethylene Glycol, Glyceride Ethoxylates, and more. Alcohol ethoxylate is one of the most significant chemicals in surfactant manufacturing, and offers properties like excellent cleaning of man-made fibers, tolerant with respect to water hardness and rapid biodegradation, which boosts their use in laundry detergent formulations. In short, the strong demand for ethoxylates surfactants will translate into robust growth of the alcohol ethoxylate segment over the next few years.

Personal Care to Secure the Leading Position

Some of the top application areas of ethoxylates are agrochemicals, household & personal care, pharmaceuticals, oilfield chemicals, and others. Personal care products enjoy a huge demand in developed countries, since the lifestyle of people here steer them towards products that ensure personal hygiene. Another key reason for the heightened demand for household and personal care products in Europe and North America is the significant disposable income, while personal care products are increasingly gaining favor among consumers in Asia Pacific in view of the rapid economic growth. Moreover, rising burden of chronic diseases, triggered by environmental negligence and degradation affecting hygiene and health fosters the demand for effective personal care products with ethoxylates formulations. Therefore, in 2016, the household and personal care application segment seized the highest share of 34.7% in the global market.

Regional Analysis

Asia Pacific Takes the Lead

In terms of production and consumption, Asia Pacific is the top market for ethoxylates and can continue to lead throughout the evaluation period. Value-wise, the APAC market can touch USD 5,500 Million by 2023-end, and procure a growth rate of 4.36% in the coming years. The rapidly growing personal care, cleaning and pharmaceutical industries in India, Japan, South Korea and China, and the fact that the region is one of the highest exporters and producers of palm oil favors the market. Malaysia and Indonesia constitute close to 60 percent of the total global export of palm oil, which is a key raw material that helps develop amines and fatty alcohols, which in turn help make ethoxylates. Stable supply of major raw materials combined with the accelerated demand for various cleaners fuel the product demand and consumption in the region.

Competitive Landscape

Players Concentrate on Product Innovation and New Launches

Most of the vendors adopt a variety of competitive strategies such as acquisition, merger and collaboration to gain a higher share in the global industry. Rapidly escalating demand for ethoxylates in several industries like pharmaceutical, personal care, household cleaning and industrial has prompted the players to concentrate more on product innovations as well as development, to gain the upper hand in the competition.

Evonik has established itself as a world leader in the specialty chemicals industry. The company operates in over 100 countries and is known for developing profitable, sustainable and innovative chemicals for customers. Evonik Corporation boasts of a robust range of ethoxylated alcohols as well as alkoxylated nonionic surfactants.

List of Key Companies Covered in this Report

- BASF SE
- Royal Dutch Shell PLC
- DowDuPont Inc.
- Huntsman International LLC
- AkzoNobel N.V.
- Evonik Industries AG
- Solvay SA
- Mitsui Chemicals Inc.
- SABIC, Sasol Ltd.
- Ineos Group Limited
- Arkema SA

Recent Developments

- **December 2020** – SABIC has developed and released a set of specialty grades that have hygiene and healthcare applications. The company has launched advanced polyethylene glycol SAPEG 400/600 PH, which are used to develop liquid pharma preparations including syrup as well as personal care products such as creams, cosmetics, soap and toothpaste.
- **September 2020** – Petronas Chemicals (PCG) recently acquired a stake of 50% in PCC Oxyalkylates, its Malaysian unit. PCG and PCC, a reputed ethoxylates surfactants developer, have planned to set up an oxyalkylates facility in Terengganu, in addition to an R&D center.

Report Overview

Key challenges, barriers and drivers that affect the Ethoxylates Market Size, along with key segments along with regions and the top vendors are listed in the MRFR report. MRFR critically assesses the Ethoxylates Market Share, taking into account the base year, projected period as well as the size during the given period. The market study also comprises some of the key developments post the COVID-19 outbreak in the market. Apart from comprehensive

market segmentation, the report also throws light on the latest business scenario covering the expected as well as the historical value, in terms of volume and value, technological developments, and the top factors inducing market growth. Besides, the well-known vendors and the top strategies followed by them to stay relevant in the industry are also profiled in the MRFR report.

Scope of the Report

The scope of the report covers Ethoxylates Market Forecast, highlighting type, application and regions, along with the revenue and the latest trends in each of the sub-segments.

Segmentation Table

By Type

- Alcohol Ethoxylates
- Fatty Amine Ethoxylates
- Fatty Acid Ethoxylates
- Methyl Ester Ethoxylates
- Ethyl Ester Ethoxylates
- Glyceride Ethoxylates
- Glyceride Ethoxylates
- Polyethylene Glycol

By Application

- household & personal care
- agrochemicals
- oilfield chemicals
- pharmaceuticals

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