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Superwetting Surfactants Market Report - Global Forecast till 2030

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Description:

Superwetting Surfactants Market Overview

In 2017, the global superwetting surfactants market was projected to generate a market value of approximately USD 515 million. Further, the global market is estimated to generate a substantial CAGR during the forecast period of 2022 to 2030. Also, it is expected to acquire significant market value in the forecast timeframe.

Wetting is known as a ubiquitous natural phenomenon where a layer of fluid material is covered invariably with a solid substrate. This involves the surface forces resulting in the equilibrium surface coverage and wetting of a substrate that comes in contact with a liquid drop. There are various scenarios for the transition of the wetting phase that occurs based on the nature of the surface forces. Here, the super wetter is considered the substrate wetting agent, which increases the contact between liquid and substrate and reduces the surface tension. Superwetting surfactants help solve various problems at one time in different end-use industries like agriculture, paints & coatings, and other industrial applications. Moreover, the superwetting surfactants have the multi-functional characteristic that is widely used in developing high-performance varnishes and coatings formulations.

The superwetting surfactants have important key features: spreading, good water-solubility, and wetting properties. Thus, the product is applicable in agricultural adjuvants with excellent wetting and spreading properties. A substantial high demand has been evident in the global coating industry from the bigger end-users like automotive, building and construction, consumer durables and others, which is propelling the superwetting surfactants industry. For instance, superwetting surfactants have huge demands across the world to develop coating formulations for hard-to-coat surfaces like composites, wood, and metals. All these factors are estimated to thrive in the global market and product demands in the further coming years.

As per the Superwetting Surfactants Market Forecast report, the global market has involved important intended audiences that are playing an important role in propelling the market growth in the forecast period. The intended audiences include super wetting surfactants manufacturers, potential investors, nationalized laboratories, traders and distributors of super wetting surfactants, raw material suppliers, and research and development institutes.

COVID-19 Analysis

The worldwide Superwetting Surfactants Market has been affected negatively because of the covid-19 pandemic. The disruption in the supply chain and manufacturing chain has been evident due to the lack of transportation, workforce, and others. At this time, the declination in various countries' economies has been seen that has affected the demand for the Superwetting Surfactants.

Further, A surge in demand for Superwetting Surfactants has been evident in the recent year due to the collaborative efforts of the key players that have helped the market to run smoothly again. It is estimated to show significant growth in the market size in the upcoming years.

Chief Factors Existing In The Market

Key Market Drivers The rapidly increasing demand for the product to enhance agrochemical performance is driving the growth of the global superwetting surfactants market during the assessment timeframe. Moreover, the demand for label packaging is increasing day by day as it offers product and nutritive information. Also, the targeted audiences are getting more attracted to superwetting surfactants because of the unique designs, appearance, and color of ink. All these factors are estimated to fuel the market growth in the further coming years. In addition, the demand for super wetting surfactants is increasing in the paints and coating industry because of the significant physical properties present in super wetting surfactants that include good solubility in organic solvents and water, excellent spreading, and high polymer content favors. **Market Challenges** The superwetting surfactants market might face the biggest challenges due to the fluctuation of prices relating to the product. However, the frequent disruption in the supply chain due to covid-19 is one of the major challenges for the superwetting surfactants market during the forecast period. **Market Opportunities** The global superwetting surfactants market is estimated to show lucrative opportunities due to the increasing demand for label packaging that offers a product and nutritive information. Moreover, the rising research and developmental activities, along with new product launches, are bringing significant opportunities for manufacturers and market players. **Market Restraints** The global superwetting surfactants market might experience restraints due to the cost associated with the product. Moreover, they might be affected due to the strict government rules and regulations associated with the product development.

Cumulative Evaluation Of The Market

As per the global market report, the Superwetting Surfactants Market Growth is expanding year by year. It shows that the worldwide market for Superwetting Surfactants has more scope in the upcoming years.

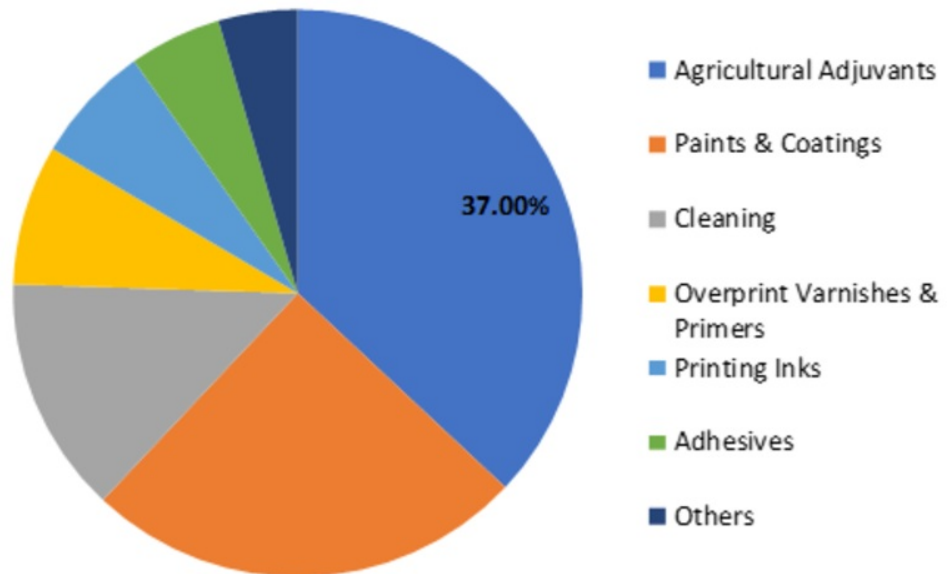
In the development of the global market, the main role is played by the market leaders who are contributing exponentially. It is estimated to witness significant growth in the further coming years.

Market Segmentation

According to the Superwetting Surfactants Market Analysis report, the current market has been classified on the basis of application and type.

By application:On the basis of application segment, the global market report has been classified into paints & coatings, agricultural adjuvants, printing inks, cleaning, adhesives, overprint varnishes & primers, and others. Among all, the agricultural adjuvants segment is expected to generate nearly 37% of Superwetting Surfactants Market Share for the year 2017 and is further predicted to grow in the forecast period. **By Type:**In terms of type segment, the global superwetting surfactants market has been segmented into fluoro-surfactants, silicone-based surfactants, organic surfactants, and others. The end-user industries prefer all these types in terms of their requirements or needs and functionality.

Global Superwetting Surfactants Market Share, by Type, 2017 (%)



Source: MRFR analysis

Regional Analysis

According to the Superwetting Surfactants Market Outlook report, the global market has been spread across various geographical locations such as the Middle East & Africa, Asia-Pacific, Europe, North America, Latin America, and others.

In 2017, the Asia-Pacific market for Superwetting Surfactants was projected to hold the largest market share due to the rising use of superwetting surfactants, agrochemicals, coatings, and varnishes. In the worldwide context, the largest consumer of agrochemicals is the agricultural sector of the Asia Pacific region. However, the product demand is growing with the advent of agricultural adjuvants to propel different agrochemicals performance like herbicides, fungicides, pesticides, and fertilizers. Moreover, the superwetting surfactants demand is increasing in this region due to the increasing growth of the dominant end-use industries like agrochemicals, automotive, consumer goods, and construction.

However, the North American market holds the second-largest market share, which is further estimated to witness moderate growth in the assessment timeframe. This region is showing expansion due to the advancement in the reconstruction activities and the agricultural sector. Further, a little pie of market share has been generated by the regions like Latin America, the Middle East and Africa in 2017. However, these two regions are expected to show significant growth in the coming years due to the region's growth potential along with the healthy growth of the agricultural sector and the robust industrialization in the region.

Competitive Intensity within the Industry

As per the Superwetting Surfactants Market Trends report, the market leaders highly contribute to the current market. Here, significant competition has been evident among the market leaders. These market leaders include:

- AGC SEIMI CHEMICAL CO. (US),
- BYK (Germany),
- Ethox Chemicals LLC (US),
- Evonik (Germany),
- The Dow Chemical Company (US),
- Ashland (US),
- BASF SE (Germany),
- Siltech Corporation (Canada),
- BRANDT (US),
- Jiangxi Tiansheng New Materials Co., Ltd. (China).

These market leaders are employing new strategies and ideas like new product launches, partnerships, mergers and acquisitions and others. Even many key market players are investing largely in the research and developmental

activities relating to Superwetting Surfactants, which is fueling the Superwetting Surfactants Market Size in the assessment period.

Recent Market Developments

- **In December 2021**, German's prominent super wetting surfactants manufacturer Evonik launched a new cationic ultraviolet (UV) cure release system called the TEGO RC 1442. It is developed on the basis of its existing RC 1400 series technology. Moreover, it has been developed with the silicone release coating that offers ease of release and excellent coating that fulfills the customers' needs. Further, this development has aimed to strengthen the position of Evonik in the pressure-sensitive adhesive (PSA) industry.

Report Overview

The global Superwetting Surfactants Market report consists of both qualitative and quantitative research method that shows a significant growth in the performance of the global market.

This report has covered the major aspects of the global Superwetting Surfactants Market, such as the market overview, market segmentation, regional classifications, recent developments, competitive landscape, and covid-19 report.

Key Industrial Segments

By Application:

- paints & coatings,
- agricultural adjuvants,
- printing inks,
- cleaning,
- adhesives,
- overprint varnishes & primers,
- others

By Type:

- fluoro-surfactants,
- silicone-based surfactants,
- organic surfactants,
- others

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