Global Polymeric Surfactants Market Research Report: By Type (Natural, Synthetic), Grade (Block, Graft), Application (Dispersants, Wetting Agents, Oilfield Chemicals, Dyeing Auxiliaries, Emulsifiers, Viscosity Modifier, Foam Boosters, and others), End-Use Industry (Paints & Coatings, Cosmetics & Personal Care, Oil & Gas, Agrochemicals, Pharmaceuticals, Food, Rubber and others) and Region (North America, Europe, Asia-Pacific, Latin America and the Middle East & Africa) - Forecast till 2025

Polymeric surfactants are formed through the association of one or several macromolecular structures exhibiting hydrophilic and lipophilic characters. Polymeric surfactants are designed for the stabilization or co-stabilization of aqueous and non-aqueous emulsions and dispersions. Polymeric surfactants have polymer chains, which act as the repulsive barriers to prevent coalescence and agglomeration. Polymeric surfactants are non-ionic molecules that strongly adsorb at the oil-water interface, thereby forming thick steric barrier around the dispersed phase, which results in the production of high stability formulations.

The Global Surfactants Market is expected to exhibit significant growth at a CAGR of around 5% during the forecast period of 2019-2025 and reach a value of USD 64 billion by 2025. The key factor driving the global polymeric surfactants is the growth of the major end-use industries such as paints & coatings, oil & gas, cosmetics & personal care, and agriculture. The widespread use of paints & coatings in complimentary end-use industries such as construction, automotive, shipbuilding, marine, and aerospace is projected to boost the demand for polymeric surfactants. Increasing awareness regarding personal care and consciousness about appearance has resulted in high spending on personal care & cosmetics products, which drives the demand for polymeric surfactants as a personal care & cosmetic ingredient. The use of these surfactants for various applications in oil & gas such as drilling, enhanced oil recovery, production chemicals, and refinery chemicals is another major driver of the global polymeric surfactants market. For instance, Saudi Arabia plans to build three new oil refineries with production capacities of 400,000 b/d each by 2020. According to the International Energy Agency, the global investments in the oil and gas industry recovered slightly in 2017, following sharp declines of 24% and 26% in 2016 and 2015, respectively.

Key players are focused on strategic growth initiatives such as acquisition, product launch, expansion, mergers, among others to stay at the forefront of the market to meet the increasing demand for the product. For instance, in September 2018, Croda do Brasil, a subsidiary of Croda International PLC, opened an innovation and customer experience center as well as a specialty polymer plant at its manufacturing site in Campinas, Sao Paulo, Brazil. The company started the production of Atlox 4913, a high performance aqueous polymeric dispersant for agrochemical formulation at the specialty polymer plant, which increased the capacity of Croda’s Campinas manufacturing site by more than 20%.
Regional Analysis

The global polymeric surfactants market has been studied for five regions, namely North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa.

Asia-Pacific emerged as the fastest-growing regional market in 2018 on the backdrop of the high demand for polymeric surfactants in the major end-use industries such as paints & coatings, personal care & cosmetics, agrochemicals, and others. The high demand for paints & coatings in line with the expansion of construction and automotive industry drives the demand for polymeric surfactants. Presence of major agricultural countries such as India, Malaysia, and Thailand are fueling the demand for the product in agrochemicals industry.

North American and European region is expected to showcase a significant demand for polymeric surfactants on the backdrop of the presence of a large industrial base in these regions.

The market in the Middle East & Africa is projected to witness substantial growth due to the presence large oil & gas reserves, wherein polymeric surfactants are widely used.

Segmentation

The global polymeric surfactants market has been segmented by type, grade, application, end-use industry, and region.

On the basis of type, the global polymeric surfactants market is divided into natural and synthetic.

The grades of the polymer surfactants are segmented into block and graft.

Based on application, the global polymeric surfactants market has been segregated into dispersants, wetting agents, oilfield chemicals, dyeing auxiliaries, emulsifiers, viscosity modifier, foam boosters, and others.

By end-use industry, the global polymeric surfactants market has been categorized as paints & coatings, cosmetics & personal care, oil & gas, agrochemicals, pharmaceuticals, food, rubber, and others.

Key Players

Key players operating in the global polymeric surfactants market include Kao Corporation (Japan), BASF SE (Germany), Croda International PLC (UK), Akzo Nobel NV (Netherlands), Clariant (Switzerland), Evonik Industries AG (Germany), Huntsman International LLC (US), DAI-ICHI (India), Stepan Company (US), Air Products and Chemicals, Inc. (US), and others.

Intended Audience

- Polymeric surfactants manufacturers
- Traders and distributors of Polymeric surfactants
- Research and development institutes
- Potential investors
- Raw material suppliers
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