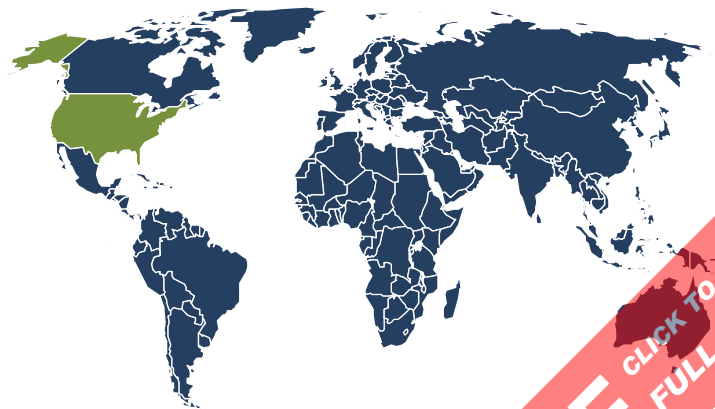




Freedonia Focus Reports
US Collection

Surfactants: United States

January 2015



Highlights

Market Environment

Historical Market Size and Trends | Key Economic Indicators
Environmental and Regulatory Factors

Segmentation and Forecasts

Products | Markets

Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

Resources

CLICK TO ORDER
FULL REPORT
BROCHURE
CLICK TO ORDER
FULL REPORT

ABOUT THIS REPORT

Scope & Method

This report forecasts US surfactant demand in pounds to 2018. Total demand is segmented by product in terms of:

- anionic
- nonionic
- cationic
- other surfactants such as amphoteric surfactants, silicone, and fluorosurfactants.

For the purposes of this report, demand figures represent surfactants sold to end users and surfactants produced for captive applications.

Total demand is also segmented by market as follows:

- industrial
- cleaning products
- personal care products.

To illustrate historical trends, total demand is provided in an annual series from 2003 to 2013; the various segments are reported at five-year intervals for 2008 and 2013. Forecasts are developed via the identification and analysis of pertinent statistical relationships and other historical trends/events as well as their expected progression/impact over the forecast period. Changes in quantities between reported years of a given total or segment are typically provided in terms of five-year compound annual growth rates (CAGRs). For the sake of brevity, forecasts are generally stated in smoothed CAGR-based descriptions to the forecast year, such as “demand is projected to rise 3.2% annually through 2018.” The result of any particular year over that period, however, may exhibit volatility and depart from a smoothed, long-term trend, as historical data typically illustrate.

Key macroeconomic indicators are also provided at five-year intervals with CAGRs for the years corresponding to other reported figures. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the [Table of Contents](#).

Sources

Surfactants: United States (FF35097) is based on [Surfactants](#), a comprehensive industry study published by The Freedonia Group in January 2015. Reported findings represent the synthesis and analysis of data from various primary, secondary,

macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- The Freedonia Group Consensus Forecasts dated August 2014
- the findings of other industry studies by The Freedonia Group.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
325613	Surface Active Agent Mfg	2843	Surface Active Agents

Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group, Inc.

Table of Contents

Section	Page
About This Report	i
Highlights.....	1
Market Environment	2
Historical Market Size & Trends	2
Chart 1 US Surfactant Demand Trends, 2003-2013 (mil lbs).....	3
Key Economic Indicators	4
Table 1 Key Indicators for US Surfactant Demand; 2008, 2013, 2018	4
Environmental & Regulatory Factors	5
Segmentation & Forecasts.....	7
Products	7
Chart 2 US Surfactant Demand by Product; 2008, 2013, 2018 (mil lbs).....	7
Anionic.....	7
Nonionic.....	8
Cationic.....	9
Other Surfactants.....	9
Chart 3 US Surfactant Demand by Product Share; 2008, 2013, 2018 (%)	10
Markets	11
Chart 4 US Surfactant Demand by Market; 2008, 2013, 2018 (mil lbs)	11
Industrial.....	12
Cleaning Products.....	12
Personal Care Products.....	13
Chart 5 US Surfactant Demand by Market Share; 2008, 2013, 2018 (%)	15
Industry Structure	16
Industry Composition & Characteristics	16
Company Profile 1 Stepan Company	18
Company Profile 2 The Procter & Gamble Company.....	19
Company Profile 3 The Dow Chemical Company	20
Additional Companies Cited.....	21
Resources	22

To return here, click on any Freedonia logo or the Table of Contents link in report footers.
PDF bookmarks are also available for navigation.