

European Surfactants Market Review - Anionic Surfactants

Description: This research service reviews the European Surfactants market focussing on Anionic Surfactants. It provides definitions of the constituent market segments as well as an overview of the market structure. As well as describing how drivers and restraints are impacting the market, it also offers a discussion on product, pricing, geographical trends, competitive structure in addition to strategic recommendations. This Frost & Sullivan research service titled European Surfactants Market Review: Anionic Surfactants provides market dynamics, forecasts and competitive structure. In this research service, Frost & Sullivan's expert analysts thoroughly examine the following applications: sulfonates and sulfonic acid-based anionic surfactants, sulfate-based anionic surfactants and sulfosuccinate-based anionic surfactants.

Market Sectors

Expert Frost & Sullivan analysts thoroughly examine the following market sectors in this research:

- Sulfonates and sulfonic acid-based anionic surfactants
- Sulfate-based anionic surfactants
- Sulfosuccinate-based anionic surfactants

Technologies

The following technologies are covered in this research:

- Alkyl naphthalene sulfonates
- Alkyl olefin sulfonates
- Alkyl benzene sulfonates
- Aryl/ alkyl aryl sulfonic acid
- Alkyl sulfates
- Alkyl ether sulfates
- Alkyl aryl ether sulfates
- Mono alkyl
- Di alkyl

Market Overview

Oleochemicals-based Products to Give a Fillip to the Consolidating Anionic Surfactants Market in Europe
The European anionic surfactant market is expected to consolidate soon, as a few top companies have shown signs of withdrawing from this business. Manufacturers are concerned about declining profits due to an imbalance in supply and demand. However, a shift to oleochemicals-based products is likely to stabilise prices and regulatory pressures for manufacturers. Use of these environment-friendly products will also encourage greater uptake of the products for deployment in key applications, thus providing significant business opportunities to market participants.

Surfactant manufacturers are increasingly taking to oleo alcohols since they are a cost-effective substitute for the expensive crude oils. Also, with more plants being built in southeast Asia, oleo alcohol capacities have improved. This has helped minimise the use of alcohols derived from petrochemicals sources, thereby changing the raw material composition in the anionic surfactants market, says the analyst of this research service. The lesser-priced feed stock also has the potential to increase the usage of commodity surfactants. To take advantage of these prospects, anionic surfactants manufacturers have to establish a global presence and enhance their distribution structure.

Advanced Technology and Efficient Surfactants find Extended Applications

The introduction of advanced technologies such as the falling film sulfonation reactor aids cost-effective production of high-quality surfactants, thus providing manufacturers with a distinct competitive edge in an increasingly commoditised anionic surfactants market. As high-quality products offer better performance, formulators can further improve the functionalities of their products, leading to greater customer satisfaction. This greater efficiency and superior process control has expanded surfactants' application in new areas such as textiles, oil field refinery and petroleum refinery.

The sulfonation of methyl esters also provides good quality surfactants with considerable detergency.

Methyl ester sulfonate (MES) exhibits properties similar to linear alkylbenzene sulfonate (LAS), and is proving to be a fine replacement in a variety of formulations. While MES' presence is unlikely to be beneficial for linear alkylbenzene's (LAB) market prospects, it can be a cost-efficient alternative to this product, especially with its high tolerance in hard water applications, notes the analyst.

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