

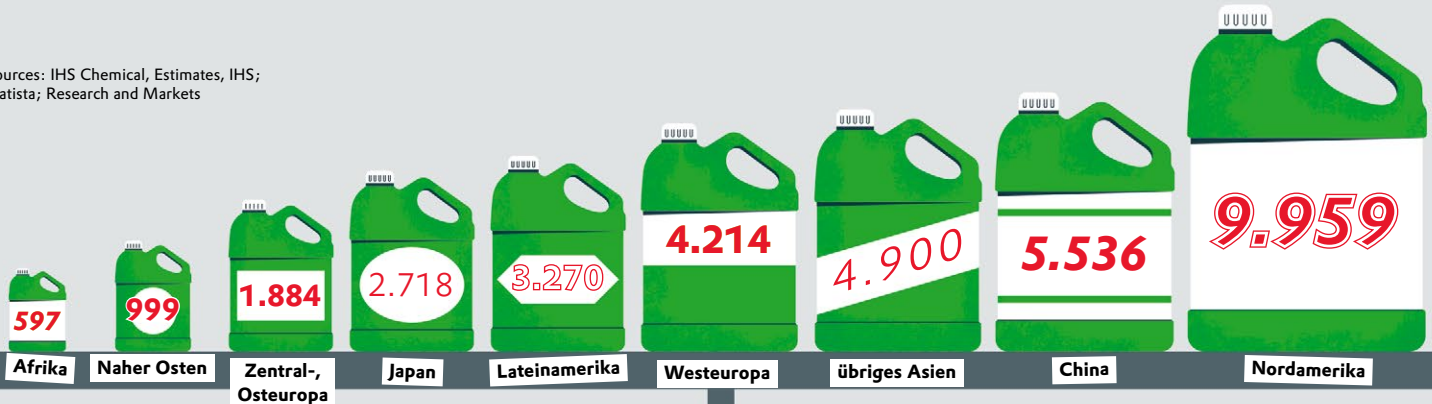
BIG CLEANING

Surfactants can be found in countless products in daily use all over the world. But the sales markets are changing—and so are the customers' requirements. An overview of the facts and figures

Sources: IHS Chemical, Estimates, IHS; Statista; Research and Markets

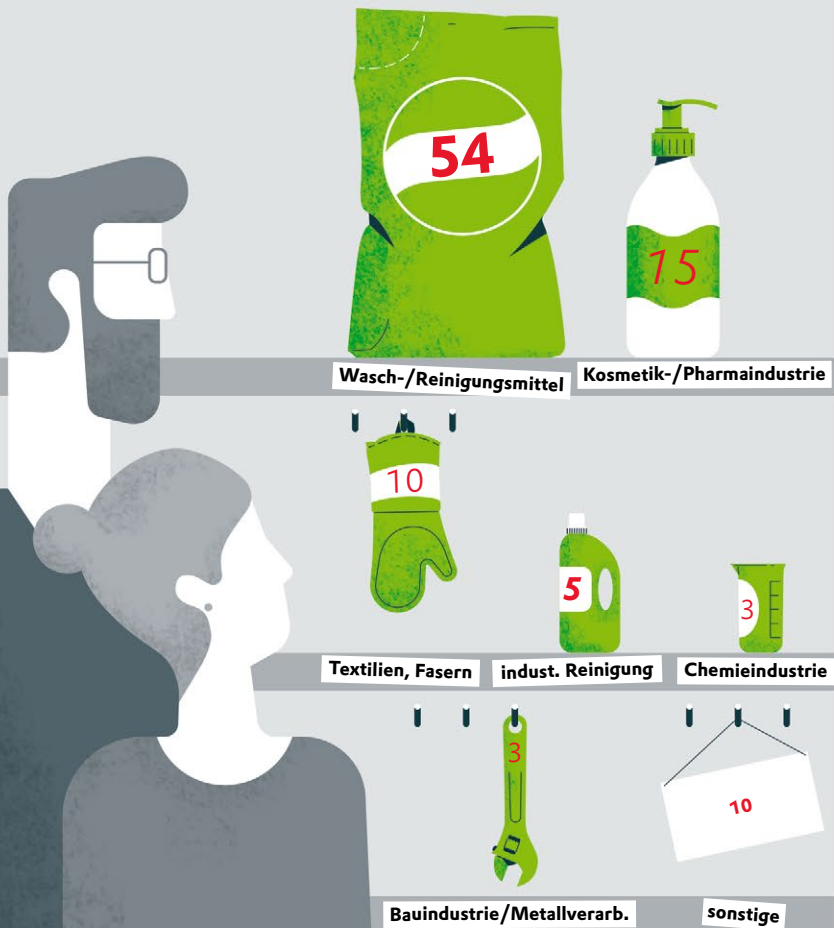
Asia and North America dominate the market

Sales of surfactants in selected markets in millions of US\$, 2015



The biggest buyers are manufacturers of washing and cleaning products

Use of surfactants by sector in percent, 2015



Backlog demand in emerging economies

Predicted annual sales per capita of dishwashing detergents in selected countries, 2020



Biosurfactants are gaining ground

Annual sales (2022 forecast) of bio-based surfactants

