

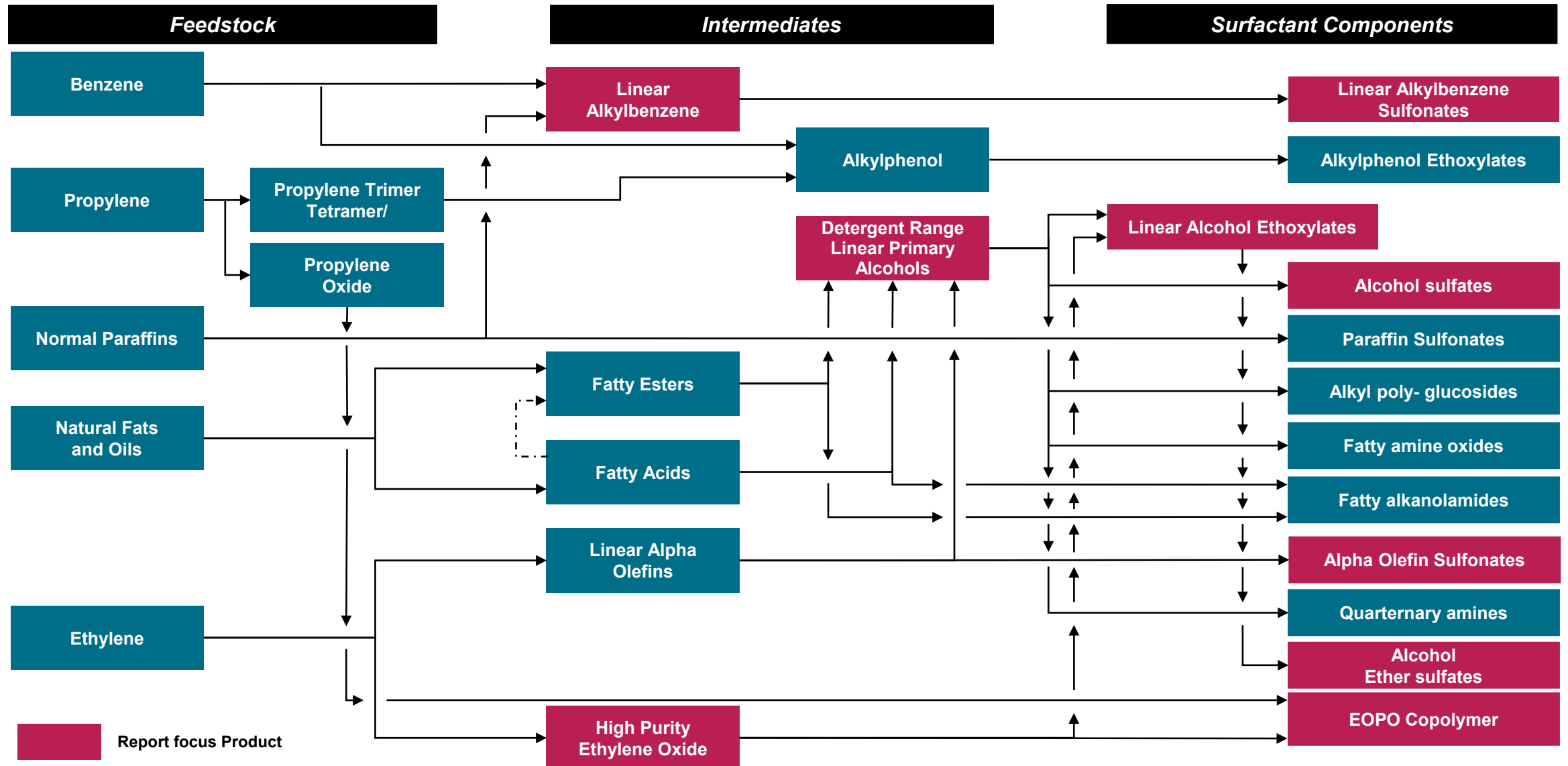
Surfactants – Formulating for Today and Tomorrow in a Challenging World

Strategic Report Brochure

September 2023

S&P Global
Commodity Insights

The surfactants industry is complex due to the large number of surfactant types and application requirements. This strategic report will focus on the highest-volume surfactants and critical intermediates, providing the key data and outlook for decision-making in the surfactants industry.



Strategic Issues impacting the surfactants business



What are the demand changes on the horizon? Is my predominate surfactant facing substitution? Am I focused on growing end markets? Regional profile differences?



Consumer product brand owners are setting sustainability goals by 2030, will 'green' be the ante to play in the surfactants value chain?



How green is my surfactant? microbial biosurfactants, natural biobased surfactants, and biobased versions of conventional surfactants



How to continue to create formulations that perform well, are cost effective, and meet evolving consumer needs?

The strategic report will be structured along four core business analysis components

1

Industry Overview

2

Demand Outlook through 2043

- Detergent Alcohols (Natural & Synthetic)
 - EO
 - AE
 - EOPO
 - AES
 - AS
 - AOS
 - LAB/LABSA

3

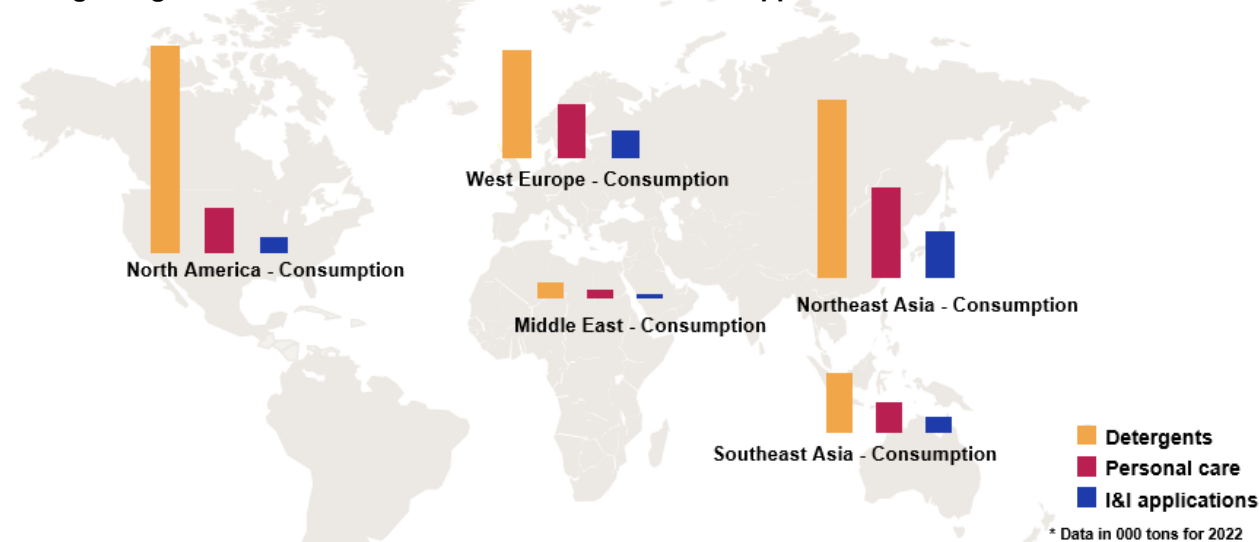
Selected Pricing Assessments

4

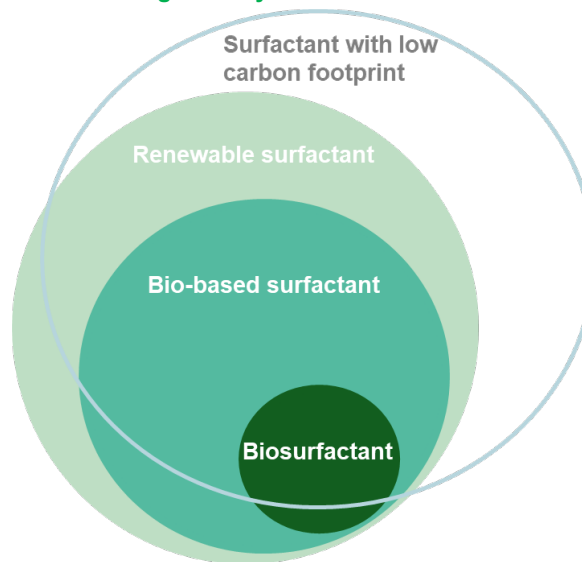
Green Surfactants Impact

- Green surfactant categories
- Carbon footprint exercise

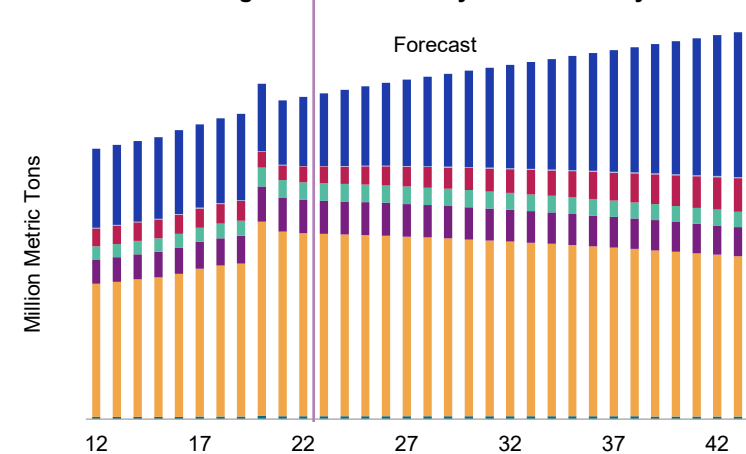
Alcohol Ether Sulfates demand into detergents dominates all regional demand profiles. Highest growth will be seen in industrial & institutional applications.



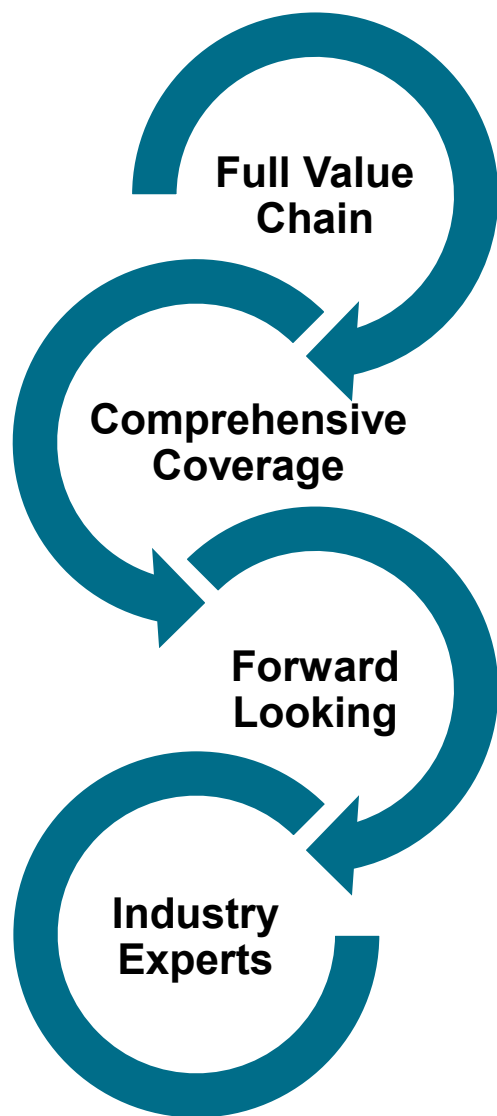
How green is your surfactant?



North America: Detergent Alcohol Ethoxylate Demand by End Use



Unique Selling Points



Full Value Chain

Full value chain review from key surfactants raw materials (ethylene oxide, detergent alcohols) to end-uses, leveraging our expertise and data.

Comprehensive Coverage

Includes market analysis, pricing, industry dynamics and green impact in one single report

Forward Looking

Provides forecast views for demand and pricing; addresses challenges of energy transition

Industry Experts

Report is curated by experts with commercial and technical surfactant industry and consulting experience

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