

The SURFACTANTS PIPELINE

How much do you know about the Indian surfactants value chain? Do you know who the key players in the region are?

THE VALUE CHAIN

From feedstock to the consumer, surfactants go through several stages before being used in household or industrial settings. But where do you fit into the Indian surfactants value chain?

Take a look at who the key players are in each step of surfactant production and usage, find out which companies you should be interacting with.

FEEDSTOCK MANUFACTURERS

Whether it be harvested from natural resources or synthetically created – feedstock manufacturers create the base materials for producing surfactants.

Key players in the Indian market include:

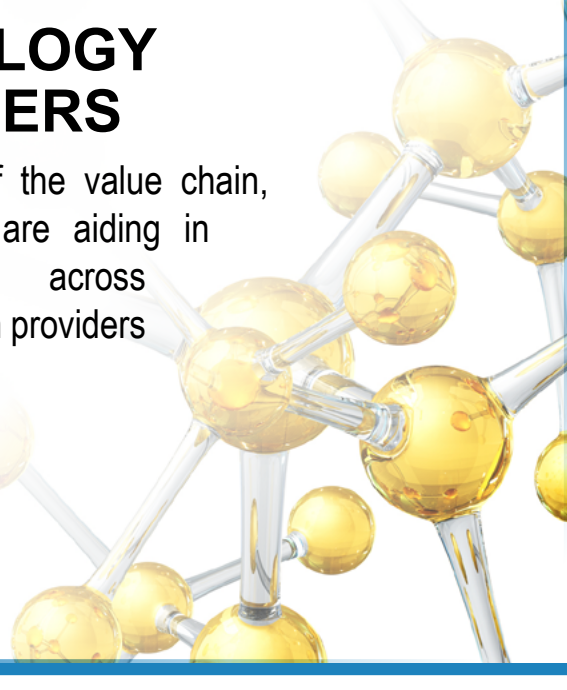
Reliance
Indian Oil Co. Ltd
Tamil Nadu Petroproducts Ltd



TECHNOLOGY PROVIDERS

Impacting all areas of the value chain, technology providers are aiding in innovation initiatives across multiple channels. Tech providers in the market include:

Desmet Ballestra
Buss Chemtech
Mazzoni
Chemithon



SURFACTANT MANUFACTURERS

Responsible for mixing and manufacturing surfactants, this is where the raw materials are converted to become usable components. Key surfactant manufacturers include:

Galaxy Surfactants
Sterling Organics
Venus Ethoxyethers
Detergeo



DISTRIBUTORS OF SURFACTANTS

Acting as the go-between for manufacturers and the end-users, distributors are the centre-point between the buyers and sellers of surfactants. Key distributors include:

Brenntag, Univar
Azelis, Pulyrheo



END-USERS

Turning surfactants into products are end-users, from the kitchen surface to the industrial scale, there are myriad products that surfactants make possible. The end users have to keep a close eye on what their customers need, which will impact what type of surfactants they need and how they will use them.

Key end-users include:

Hindustan Unilever
Godrej Industries
Patanjali
Henkel



CONSUMERS

The end of the line for surfactants is the consumer, a far cry from the feedstock suppliers the consumer is the bottom line for end-users.

However, every step of the value chain must know about customer trends as they will quickly impact key business decisions.



The 3rd ICIS Indian Surfactants Conference returns this October to Mumbai.

The conference will highlight the most talked about trends within the surfactants market, coupled with exclusive networking opportunities connecting you to industry peers across the value chain. Don't forget to also check out the [Surfactants Business Essentials](#) training course to gain knowledge on what surfactants are all about.

