

PRESS RELEASE

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Green D Market Analytics To Release New Market Report: “Detailed Assessment of the Renewable Surfactants Market”

Developed in collaboration with Neil A Burns LLC

Green D Market Analytics (GDMA) today announced the publication of a new market report, “Detailed Assessment of the Renewable Surfactants Market,” which will be available beginning January 12, 2026.

The report will offer the most comprehensive examination of the rapidly evolving renewable surfactants sector. Developed with contributions from Neil A Burns LLC, the report provides a forward-looking assessment of technological, commercial and structural shifts reshaping the global surfactants industry.

The publication of this report is long overdue,” said Doris de Guzman, Principal of GDMA. “The renewable surfactants sector is entering a phase of accelerated expansion, driven by an unprecedented wave of start-ups determined to deliver commercially-viable solutions. At the same time, major consumer brands are actively moving toward alternative feedstocks and are pushing their supply chains to adapt. The pace and depth of change now underway is unlike anything this industry has seen before.”

“I’m very happy to be supporting GDMA in this project,” said Neil Burns. “Biobased surfactants are starting to make a serious impact on the market, and the sheer variety of companies and products involved today requires comprehensive analysis. GDMA provides this and more in this new report.”

The report documents a market crossing a decisive inflection point. With the global surfactants industry valued at approximately USD\$50 billion, traditional dependence on petrochemical and oleochemical inputs is being eroded by a new generation of renewable, carbon-efficient, and alternative feedstock routes. These include carbohydrate-based surfactants, microbial glycolipids, CO₂-derived intermediates, and mass balance-certified petro-equivalents — each advancing at different stages of technology readiness. The report consolidates findings from a global survey of more than 100 companies, detailing emerging production capacities, regional commercialization patterns, and the accelerated entry of more than two dozen new players since 2021.

The analysis highlights intensifying momentum in Europe and North America, where corporate decarbonization commitments and non-palm ingredient strategies are driving early adoption and scale-up. China's growing dominance in carbohydrate-based surfactants is also addressed, alongside its expected shift toward higher-value innovation as R&D investments increase. The report provides granular insight into alternative feedstock pathways—including microbial oils, insect-derived lipids, waste-gas-based intermediates, and lignocellulosic sugars—now advancing from pilot to early commercial operation. It also offers a detailed comparison of maturity levels across fermentation-derived glycolipids, catalytic sugar surfactants, CO₂-to-surfactant technologies, and protein-derived systems, identifying clear commercialization bottlenecks and likely consolidation points.

The industry is bifurcating into two distinct supply chains: a fully established carbohydrate-based nonionics segment operating at TRL 9, and an emerging fermentation-based glycolipid segment transitioning from demonstration to first commercial deployments at TRL 7-8. The report further evaluates early-stage CO₂-based technologies, next-generation catalytic sugar systems, and the niche but rising role of amino-acid and protein-based surfactants.

Analysis includes discussions on cost-reduction trajectories, feedstock constraints, processing economics, market entry barriers, and formulation-compatibility considerations, providing companies, investors and downstream buyers with a realistic view of near- and mid-term adoption timelines.

This 200-page Detailed Assessment of the Renewable Surfactants Market is essential reading for corporate strategy teams, ingredient manufacturers, brand owners, investors, and supply chain planners seeking an authoritative, evidence-based assessment of the current state of renewable surfactant technologies and how the market will reshape itself over the next decade.

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Chapters 2 and 3 include a global market overview, key trends, technology overview, supply and demand, pricing analysis, LCA overview, and competitive landscape. Over 75 companies are profiled.

The report is available directly from Green D Market Analytics beginning January 12, 2026.

Contact us to learn more

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