Production of Soaps, Detergents and Disinfectants

Manufacturing of Washing Soap, Laundry Soap, Handmade Soap, Detergent Soap, Liquid Soap, Hand Wash, Liquid Detergent, Detergent Powder, Bar, Phenyl, Floor Cleaner, Toilet Cleaner, Mosquito Coils, Naphthalene Balls, Air Freshener, Hand Sanitizer and Aerosols Insecticide
**Introduction**

Soaps are water-soluble sodium or potassium salts of fatty acids. Soaps are made from fats and oils, or their fatty acids, by treating them chemically with a strong alkali.

The soap industry in India is at the high growth rate and many new entrants are planning to launch their product in this category. The overall soap industry is worth at 60000 crores. Soaps form the largest pie of the FMCG Market with bathing & toilet soaps accounting for around 30% of the soap market, by value. Currently, the soap industry is divided into three segments namely Premium, Popular and Economy/Sub popular.
The soap industry plays a key role in the economy of India. Though soaps were once products that were only used by the elite, today, the increase of disposable incomes throughout India has led to an increase demand for soaps. The soap products that are produced in India are not only distributed and used by residents of the country, but they are also distributed and sold to various regions throughout the world.

There are several factors that have fueled the growth of India’s soap market, and that are expected to continue fueling the growth of this industry in the coming years.
The major factor that has augmented this market is the increase in per capita income. As the income of residents throughout India and the rest of the world rises, so does the demand for soap. As expendable incomes rise, people are more able to afford soap products, particularly specialty soaps that are intended to provide different results.

Another factor that is boosting the size of the soap market in India is the growing awareness of the importance of personal hygiene. Soaps are used to cleanse the skin, thereby removing the buildup of dead skin cells, bacteria and other elements that could have negative effects on personal hygiene, as well as personal health. As more people are becoming aware of the value of good personal hygiene, there is a higher demand for soap products.
An increase in the investments made by key vendors in India’s soap market toward the research and development of higher quality and specialty soaps will also boost the size of industry over the next few years. The development of higher quality and specialty products will lead to an increased interest in these products, and thus, an increased demand for them, which will positively impact the size of this market.

The global soap and detergent market size was estimated at USD 97.26 billion in 2016. The rising disposable income, developing textile industry, and escalating penetration of washing machines in the developing economies is expected to boost the market growth over the forecast period. The increasing healthcare awareness coupled with rising disposable income has categorized soaps and detergents as an essential consumable product in the developed as well as developing regions.
Detergents

Detergents are available in three forms, namely powder detergent, bar detergent and liquid detergent. Powder detergents are widely accepted by Indian consumers and dominate the industry. Even though detergent bars are still used in rural areas, they are fast disappearing from the market because of ineffectiveness.

The detergent market in India is divided into three segments – premium, mid-range, and popular. The detergent market is a highly competitive one where several brands compete with each other to get the customers attention.
Detergent market was growing with a CAGR of 13.06% from last five years. Powder detergents are the mostly widely accepted detergent whereas detergent bars will demonstrate slow growth in the forecast period.

The demand for detergents has been growing at an annual growth rate of 10 to 11 per cent during the past five years. Where an urban consumer prefers washing powder and detergents, a rural consumer is more inclined towards washing cakes and bars. But, over the last few years, we have seen that rural consumers are gradually shifting their preferences from detergent bar to detergent powders.
The detergent market is one of the segments of the FMCG market in India that is in maturity stage and still has high growth potential. Although, the detergent consumption in India is less in comparison to the other Asian countries, it is growing vigorously. The per capita detergent consumption in India is around 2.7 kg per year, whereas places like Philippines and Malaysia has per capita consumption at 3.7 kg, and in USA it is around 10 kg. The detergent sector, with its increasing ability to influence consumers through advertisements, is rapidly expanding its market. Due to the increase in population, higher urbanization, spread of education and rising levels of income and consumption, the overall growth of the detergent market has been in double digits from last several years. The detergent market is mainly concentrated in the urban areas but the level of penetration in the rural areas for the past few years has been astonishing.
The overall market for detergent is growing with a CAGR of more than 10% from the last five years. Detergents are available in three forms namely powder detergent, bar detergent and liquid detergent.
U.S. Soap and Detergent Market by Product, 2014-2025 (USD Billion)
Soaps and detergents are vital necessities as consumer goods and are used by the large population base. The vendors are expanding their business by building manufacturing facilities in the developing economies such as China and India, which have high potential in terms of revenue. In addition, the escalating penetration of washing machines in the developing countries is projected to drive the market growth. The large chunk of demand for washing machines is from the urban cities, however, the demand for this machine is rising in rural areas as well. Thus, there is sustainable consumption of powder and liquid detergents required for washing machine.
**Disinfectants**

Disinfectants are antimicrobial agents with the ability to destroy harmful microorganisms such as fungi, virus, and bacteria. There are various types of disinfectants available in the global market, which include oxidizing agents, phenolic, quaternary ammonium compounds, and aldehydes. Phenolic compounds are commonly used as disinfectant for environmental surfaces such as laboratory surfaces and non-critical medical devices including stethoscope, blood pressure cuffs, hospital beds, and furniture.

Based on the product type, the global disinfectants market is segmented into oxidizing agents, phenolic, quaternary ammonium compounds, and aldehydes. Among product type, quaternary ammonium compounds segment is expected to witness fastest growth during the forecast period.
Global Disinfectants Market Share (%), By End-Use Industry, 2017
Based on End-Use industry, healthcare segment dominated the global disinfectants market in 2017. As disinfectants are most widely used in hospitals and clinics, diagnostic laboratories, pharmaceutical, and biotechnology companies.

Asia Pacific is expected to be the fastest growing region in the disinfectants market, mainly due to the increasing prevalence of infectious diseases, with the growth in population, as well as growing health concerns in the region. Europe is projected to be the largest market for disinfectants over the forecast period, owing to high health awareness among the populace in the region and large concentration of end-use industries. Emerging economies such as India, China, and Brazil are majorly untapped markets that are expected to gain traction with shifting focus of increasing number of manufacturers in the regions.
The disinfectant market is driven by the general consciousness to disinfect surroundings and live healthy. The recent outbreaks of flu such as avian flu and swine flu and other infectious diseases in different parts of the world, have triggered the use of disinfectants all over the world. The initiatives of cleaning and disinfecting surroundings to contain such outbreaks of fatal diseases have been on the rise, with governments promoting disinfection in all public places and individual homes. Scarcity of safe drinking water in many parts of the world has also resulted in the growth of water disinfectant market. Water disinfectants such as chlorammines have witnessed high growth in the recent years.
Soaps, Detergents and Disinfectants Technology Handbook

(Washing Soap, Laundry Soap, Handmade Soap, Detergent Soap, Liquid Soap, Hand Wash, Liquid Detergent, Detergent Powder, Bar, Phenyl, Floor Cleaner, Toilet Cleaner, Mosquito Coils, Naphthalene Balls, Air Freshener, Hand Sanitizer and Aerosols Insecticide)

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# About the Book:

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Soaps are cleaning agents that are usually made by reacting alkali (e.g., sodium hydroxide) with naturally occurring fat or fatty acids. A soap is a salt of a compound known as a fatty acid. A soap molecule consists of a long hydrocarbon chain (composed of carbons and hydrogens) with a carboxylic acid group on one end which is ionic bonded to a metalion, usually a sodium or potassium. The hydrocarbon end is nonpolar and is soluble in nonpolar substances (such as fats and oils), and the ionic end (the salt of a carboxylic acid) is soluble in water. Soap is made by combining tallow (or other hard animal fat) or vegetable or fish oil with an alkaline solution. The two most important alkalis in use are caustic soda and caustic potash.
A detergent is an effective cleaning product because it contains one or more surfactants. Because of their chemical makeup, the surfactants used in detergents can be engineered to perform well under a variety of conditions. Such surfactants are less sensitive than soap to the hardness minerals in water and most will not form a film.

Disinfectants are chemical agents applied to non-living objects in order to destroy bacteria, viruses, fungi, mold or mildews living on the objects. Disinfectants are chemical substances used to destroy viruses and microbes (germs), such as bacteria and fungi, as opposed to an antiseptic which can prevent the growth and reproduction of various microorganisms, but does not destroy them. The ideal disinfectant would offer complete sterilization, without harming other forms of life, be inexpensive, and non-corrosive.
The global soap and detergent market is expected to reach USD 207.56 billion by 2025. The industrial soaps & detergents are extensively used by the commercial laundries, hotels, restaurants, and healthcare providers. Increasing demand from healthcare and food industries will continue to drive the market. Aerosol and liquid products are the common disinfectants used in hospitals, although growing number of healthcare facilities are implementing ultraviolet disinfection systems as further measure. Increasing demand for disinfectants from water treatment and healthcare industries is fuelling growth of the global disinfectants market.
This book will be a milestone for its readers who are new to this sector, will also find useful for professionals, entrepreneurs, those studying and researching in this important area.
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Soap Making Line Machinery
Soap Production Line
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