
Industry News

Study examines surfactant market

The outlook for certain surfactants is bright despite the moderate overall growth rate of household cleaner and personal care markets, according to a recent study. *Surfactants in Household and Personal Care Products: North American Forecast to 1990* forecasts:

*Increased emphasis on selected surfactants, such as higher-performance alcohol ethoxylates and alcohol ethoxysulfates, stemming from an increased acceptance of zeolites to replace phosphates.

*Growing use of linear alkylbenzene sulfonates and tallow alcohol sulfates, following EPA's announcement that it sees no reason to regulate the use of NTA (nitrilotriacetic acid), a superior sequestering agent.

*Expanded use of both alcohol sulfate and ethoxysulfate in liquid-soap formulations.

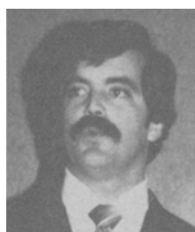
*Increased popularity of amphoteric for low-irritation shampoos and cationic polymers for condition shampoos.

*A larger share—25 percent—of the U.S. laundry detergent market for heavy-duty liquids in 1990, up from 20 percent in 1980.

*Emergence of Mexico as a strong growth market for household and personal care products in the 1980s, as its per capita income increases.

The report, published by Colin A. Houston & Associates, PO Box 416, Mamaroneck, NY 10543, is available by subscription only for \$8,500.

Meetings



Seminar speakers were (from left) Albert Yesk, Yankelovich, Skelly & White; Mike Cox, Conoco; Denise Galante, Union Carbide; John Parker, Interlox America; Jeanne Williams, Sherex; and Ruut van den Hoef, DMR.



Southwest Section Seminar committee consisted of (from left) John Barrett, Purex; Jack Hudson, Purex; Brian Flynn, Purex; Marjorie Besemer, Georgia-Pacific; Tom Felt, Detergents Inc.; and Larry Copeland, Pilot Chemical.

Southwest symposium report

More than 50 persons participated in the Southwest Section's first all-day seminar, held Feb. 24, 1982, on "Product Development: From Lab Bench to Market Shelf." The products considered were various household cleaning.

Albert J. Yesk of Yankelovich, Skelly & White described changes in consumer lifestyles since the 1950s and current trends as perceived by the consulting firm. Yesk stressed that successful products will be aimed to meet consumers' perceived needs.

Mike Cox of Conoco discussed "Selection of Surfactant for Specific Household Applications," including the impor-