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For Immediate Release

SURFACTANTS FOR EMERGING MARKETS IN ASIA/PACIFIC, 1996-2010

Consumption of surfactants in Greater China, Southeast Asia, India and Pakistan in 1996 was over 3.5 million tons. Total surfactant growth averaged 6.6 percent between 1992 and 1996. It is projected that overall surfactant consumption in this region will grow at an annual rate of 3.9 percent per year to reach almost 5.8 million tons in 2010 according to a new study by Colin A. Houston & Associates, Inc. (CAHA), a consulting firm in Pound Ridge, New York.

Due to the Southeast Asian economic crisis, surfactant growth has slowed down since 1997 and surfactant consumption remained flat in 1998. Some countries in the region have already shown signs of recovery and surfactant consumption is expected to grow at 4 percent per year after the year 2000. The following figure illustrates the size of these markets in 1996, 2000 and 2010 and the growth acceleration forecast after 2000 by region. (Note: Soap is excluded from the figure below.)

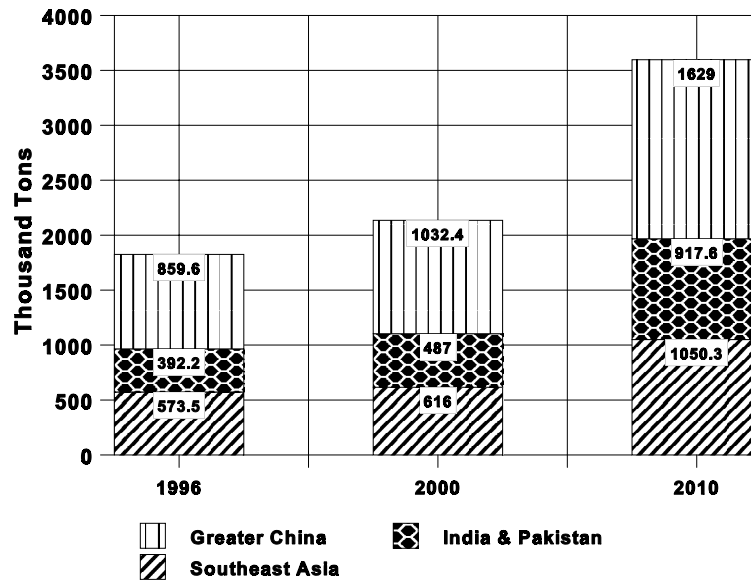
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REGIONAL SURFACTANT^a CONSUMPTION, 1996-2010
(thousand tons)

^a Does not include soap.

Surfactant consumption in fourteen major end use markets is covered in this survey for the ten emerging countries in Asia/Pacific. Consumption by end market is indicated in the following table.

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SURFACTANT CONSUMPTION BY END MARKETS IN ASIA/PACIFIC, 1996-2010 ^a (thousand tons)			
	1996	2010	AAGR % 1996-2010
Household	2743.9	4182.1	3.6%
Personal Care	101.3	289.3	7.7%
Industrial	673.0	1288.0	4.7%
TOTAL	3518.6	5759.5	3.6%
^a Includes soap.			

Surfactant consumption in Asia/Pacific is being driven by the laundry sector and the development of the industrial base. Personal care products, although a faster growing market than the others, is relatively small and is not as developed as other major markets. This study examines in depth the major laundry product and other household product markets, the personal care markets and the major industrial markets including I&I cleaners, agricultural products, paints and coatings, pulp and paper, plastics and elastomers, and textiles in each country. In addition, it covers surfactant intermediates, major surfactants and the environment factors that impact each country.

The study, entitled *Surfactants for Emerging Markets in Asia/Pacific, 1996-2010*, examines surfactant consumption by type and end use in each country. The following table summarizes surfactant usage over this period.

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CONSUMPTION OF SURFACTANTS IN ASIA/PACIFIC BY TYPE, 1996 and 2010 (thousand tons)			
	1996	2010	AAGR % 1996-2010
Anionics	3047.4	4822.6	3.3%
Nonionics	312.8	611.3	4.9%
Cationics and Other	158.4	325.6	5.3%
TOTAL	3518.6	5759.5	3.6%

The major surfactants used are soap and alkylbenzene sulfonates. The use of branched alkylbenzene sulfonate has already been replaced in many countries and has contributed to an 11.5 percent increase in LAB capacity from 1992 to 1998 in this region. In addition, the Philippines is expected to ban BABS use by 2000. In Indonesia, the economic crisis has delayed such legislation and LAB is expected to slowly replace BAB during this period.

Many large multinational companies are participating in the surfactant markets in Asia/Pacific either through wholly-owned companies or joint ventures. Some of these companies are Albright & Wilson, BASF, Clariant, Henkel, Kao, Lion, Rhodia, Salim, Stepan, Uniqema, Witco and, through a new joint venture called Optimal Group, Union Carbide. The large multinational consumer products suppliers that are active in stand alone companies or joint ventures in this region are Colgate-Palmolive, Henkel, Johnson & Johnson, Kao, Lion, Procter & Gamble and Unilever. The activities of these firms, along with others, are discussed in the country reports where they are active.

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Detailed information is presented in this study regarding the consumption of individual products in China, Taiwan, India, Pakistan, Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam with appropriate tables indicating the surfactants consumed in each market and the factors influencing this market.

Further details of CAHA's study are available from Colin A. Houston & Associates, Inc., 20 Milltown Road, Suite 206, Brewster, NY 10509; Phone: 845-279-7891; Fax: 845-279-7751

Information about CAHA can also be found on the worldwide web. Our website contains details of our multicient studies, our newsletters and various other services available from CAHA: <http://www.colin-houston.com>

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