

# Hydroxyethyl Cellulose (HEC) Market Information Analysis (Size, Market Data, Trends, Growth) – Global Forecast to 2023

*Rising disposable income is expected to drive the HEC market for personal care market.*

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About Hydroxyethyl cellulose (HEC):

Hydroxyethyl cellulose (HEC) is derived from the cellulose ether which is non-ionic derivative and has the water soluble properties. It is majorly used as the gelling or the thickening agent. HEC's high thickening property improves thickness of the substances that are used in adhesive, sealants, and binders. HEC provides improves cost effectiveness with the high resistance properties for the adverse atmospheres. Hence, the new infrastructure developments in growing economies as well as the improvement of existing infrastructure is expected to drive the growth of the Hydroxyethyl cellulose (HEC) market. Furthermore, rising HEC demand from the oil & Gas industry will boost the market growth.

Hydroxyethyl cellulose (HEC) Market Growth:

Growing personal care & cosmetics industry is expected to drive the HEC market. HEC is required for personal care & cosmetics applications must be High purity. HEC acts as thickener and dispersing agent in daily personal care and cosmetics products. Rising disposable income is expected to drive the HEC market for personal care market.

Different Hydroxyethyl Cellulose (HEC) Grades:



## Hydroxyethyl cellulose (HEC) Application and Segmentation:

HEC is majorly used as the binder. Its properties for protective colloid, cement extender, lubricity, and shape retention enhancer are the major applications that are driving the market growth. The Hydroxyethyl cellulose (HEC) market application segment includes- construction, paints & coatings, sealants, adhesives, oil & gas, pharmaceutical, cosmetics, personal care and others.

**Surface Coatings:** Hydroxyethyl Cellulose in surface coating acts as an outstanding thickener for interior and exterior coating and latex paints. The major advantages of surface coating in HEC are that it has a high efficiency in thickening, excellent resistance, good compatibility etc.

**Oil Field Applications:** CELLOSIZE HEC is a viscosities in work over and consummation fluids. It helps in providing clear and low solid fluids that gives least formulation damage. The fluids which are thickened by HEC are easily broken with acid or oxidizing agents to amplify the potential for hydrocarbon recovery. It also acts as a carrier for prop pants in fracturing fluids and these can also be easily broken by using the above techniques. HEC also cuts down the hydraulic friction of slurry and decrease the water loss to formation.

**Building Products:** In building products Hydroxyethyl Cellulose can be utilized in cement, lime, gypsum, organic plasters, mortars etc. it acts as a moisture retaining and retarder agent. While manufacturing of wallboard it can be an important component of emulsions for surface treatment which improves release from press and also to prepare the surface to paint and coating. The advantage of using HEC is that it advances the workability of gypsum plaster. It happened by increasing the trowelling and open times.

**Personal Care/Pharmaceuticals:** Use of Hydroxyethyl Cellulose in personal care, cosmetics acts as an effective film former, thickener, and stabilizer and dispersant in shampoos hair creams, hair sprays and lotions. It also used a thickener and protective colloid in liquid hand washer. They are very helpful in improvising the results in body smoothness and silkiness.

**Polymerization:** In polymerization, hydroxyethyl cellulose is used as a chemical reagent, and its chemical structure extremely affects its performance. This structure majorly characterized by molar substitutions (MS), degree of substitutions (DS) and molecular weight.

**Others:** Other applications which can be important applications in hydroxyethyl cellulose are laundry aids, paper, and textile and so on. In laundry aids it includes fabric finishes, aerosol stretches and liquid cleaners which can majorly be utilized in film-former, thickening and stabilizing. In papers, it includes the specifications like coating colors and size press solutions. In textile, its major specific applications are latex-back size, glass fiber size and printing paste which

are majorly utilized for thickening, film-former and water binding.

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Asia

China

India

Japan

South Korea

Rest of Asia

Pacific Countries

Middle East & Africa

Middle East

Africa

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