

Market Update Europe – July 2026

TAED & Sodium Percarbonate

Current Market Dynamics for Home & Personal Care Ingredients

Prepared by Jebesen & Jessen Life Science

TAED and Sodium Percarbonate are key ingredients for modern Home & Personal Care formulations. Both products are widely used in oxygen-based bleaching systems and support effective stain removal, whitening performance and hygiene in laundry detergents, automatic dishwashing products and institutional cleaning applications.

After a volatile start to the year, the market has become more stable on the raw material side. However, ocean freight from Asia remains the main factor influencing landed costs in Europe. For manufacturers, this makes reliable sourcing, shipment timing and transparent market information essential for securing supply and managing cost exposure.

Key Facts at a Glance



TAED raw materials

Ethylenediamine and Acetic Anhydride have eased back to more stable levels.

Sodium Percarbonate raw materials

Soda Ash and Hydrogen Peroxide have returned to stable price levels after temporary fluctuations.

Main cost driver

Ocean freight from Asia continues to have the greatest impact on landed costs in Europe.

Procurement focus

Early demand planning, freight strategy and reliable sourcing remain key for purchasing decisions.

Product Relevance in Home & Personal Care

TAED – The activator behind low-temperature cleaning performance

TAED, also known as Tetraacetylenediamine, is a key activator in oxygen-based bleaching systems. In combination with Sodium Percarbonate, it generates peracetic acid directly in the wash, enabling strong stain removal, whitening performance and hygiene at temperatures as low as 30°C.

This makes TAED particularly relevant for sustainable cleaning formulations: lower washing temperatures help reduce energy consumption, while the ingredient itself is readily biodegradable.



Sodium Percarbonate – Oxygen-based cleaning power

Sodium Percarbonate is used in laundry detergents, household cleaners, automatic dishwashing products and oxygen-based bleaching systems. It delivers effective cleaning and whitening performance and breaks down into environmentally compatible substances after use.

Its broad application range makes Sodium Percarbonate an important ingredient for manufacturers looking to combine cleaning efficiency, formulation flexibility and environmental compatibility.

What is driving the market?

1. Raw material prices have stabilized

The key raw materials for both products have moved back to more stable levels after temporary volatility earlier this year. For TAED, this applies to Ethylenediamine and Acetic Anhydride. For Sodium Percarbonate, Soda Ash and Hydrogen Peroxide have also returned to a more stable price environment.

2. Ocean freight remains the decisive cost factor

Despite more stable raw material prices, elevated ocean freight rates from Asia continue to affect landed costs in Europe. Freight capacity, shipment timing and route developments therefore remain important factors for procurement planning. For European buyers, logistics costs can still influence final purchasing conditions, even when product prices at origin are comparatively stable.



Outlook and Buyer Implications

The market for TAED and Sodium Percarbonate is expected to remain relatively stable on the raw material side. However, as long as ocean freight remains elevated, landed costs in Europe will continue to be influenced by logistics-related factors.

For buyers, this means that procurement decisions should not be based on raw material prices alone. Early demand planning, flexible sourcing options and close monitoring of freight developments remain important to secure availability and manage cost risks. A proactive purchasing approach can help reduce exposure to freight volatility, avoid supply bottlenecks and improve planning reliability.

Your Partner for Home & Personal Care Ingredients

Jebesen & Jessen Life Science supports customers with reliable sourcing, transparent market insights and long-standing supplier relationships. Through our global network and product expertise, we help manufacturers secure dependable supply of high-quality ingredients for the Home & Personal Care industry. As your partner for TAED, Sodium Percarbonate and further formulation ingredients, we combine international sourcing strength with local market understanding — providing the reliability, responsiveness and guidance needed in today's market.

Contact us!



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