

# Fabric Softener Industry Research Report 2024

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## Abstracts

This report aims to provide a comprehensive presentation of the global market for Fabric Softener, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Fabric Softener.

The Fabric Softener market size, estimations, and forecasts are provided in terms of sales volume (K MT) and revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Fabric Softener market comprehensively. Regional market sizes, concerning products by types, by application, and by players, are also provided. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

The report will help the Fabric Softener manufacturers, new entrants, and industry chain related companies in this market with information on the revenues, sales volume, and average price for the overall market and the sub-segments across the different segments, by company, product type, application, and regions.

## Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by

these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

P&G

Unilever

Church & Dwight

Colgate

Henkel

Ecover

Scjohnson

Werner & Mertz

Sodalis

KAO

Lion

Mitsuei

Pigeon

AIEn

Blue Moon

Lvsan

Liby

Yipinjing

## Product Type Insights

Global markets are presented by Fabric Softener type, along with growth forecasts through 2030. Estimates on sales and revenue are based on the price in the supply chain at which the Fabric Softener are procured by the manufacturers.

This report has studied every segment and provided the market size using historical data. They have also talked about the growth opportunities that the segment may pose in the future. This study bestows sales and revenue data by type, and during the historical period (2019-2024) and forecast period (2025-2030).

## Fabric Softener segment by Type

Liquid Fabric Softener

Fabric Softener Sheets

## Application Insights

This report has provided the market size (sales and revenue data) by application, during the historical period (2019-2024) and forecast period (2025-2030).

This report also outlines the market trends of each segment and consumer behaviors impacting the Fabric Softener market and what implications these may have on the industry's future. This report can help to understand the relevant market and consumer trends that are driving the Fabric Softener market.

## Fabric Softener segment by Application

Supermarket

Store

## Regional Outlook

This section of the report provides key insights regarding various regions and the key players operating in each region. Economic, social, environmental, technological, and political factors have been taken into consideration while assessing the growth of the particular region/country. The readers will also get their hands on the revenue and sales data of each region and country for the period 2019-2030.

The market has been segmented into various major geographies, including North America, Europe, Asia-Pacific, South America, Middle East & Africa. Detailed analysis of major countries such as the USA, Germany, the U.K., Italy, France, China, Japan, South Korea, Southeast Asia, and India will be covered within the regional segment. For market estimates, data are going to be provided for 2023 because of the base year, with estimates for 2024 and forecast revenue for 2030.

### North America

U.S.

Canada

### Europe

Germany

France

U.K.

Italy

Russia

### Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

## Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

## COVID-19 and Russia-Ukraine War Influence Analysis

The readers in the section will understand how the Fabric Softener market scenario changed across the globe during the pandemic, post-pandemic and Russia-Ukraine War. The study is done keeping in view the changes in aspects such as demand, consumption, transportation, consumer behavior, supply chain management, export and import, and production. The industry experts have also highlighted the key factors that will help create opportunities for players and stabilize the overall industry in the years to come.

### Reasons to Buy This Report

This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Fabric Softener market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

This report will help stakeholders to understand the global industry status and trends of Fabric Softener and provides them with information on key market drivers, restraints, challenges, and opportunities.

This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.

This report stays updated with novel technology integration, features, and the latest developments in the market

This report helps stakeholders to understand the COVID-19 and Russia-Ukraine War Influence on the Fabric Softener industry.

This report helps stakeholders to gain insights into which regions to target globally

This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Fabric Softener.

This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

## Core Chapters

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Detailed analysis of Fabric Softener manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5: Production/output, value of Fabric Softener by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6: Consumption of Fabric Softener in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 8: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 11: The main points and conclusions of the report.



## Contents

### 1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
  - 1.5.1 Secondary Sources
  - 1.5.2 Primary Sources

### 2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 Global Market Growth Prospects
  - 2.2.1 Global Fabric Softener Market Size (2019-2030) & (US\$ Million)
  - 2.2.2 Global Fabric Softener Sales (2019-2030)
  - 2.2.3 Global Fabric Softener Market Average Price (2019-2030)
- 2.3 Fabric Softener by Type
  - 2.3.1 Market Value Comparison by Type (2019 VS 2023 VS 2030) & (US\$ Million)
  - 2.3.2 Liquid Fabric Softener
  - 2.3.3 Fabric Softener Sheets
- 2.4 Fabric Softener by Application
  - 2.4.1 Market Value Comparison by Application (2019 VS 2023 VS 2030) & (US\$ Million)
  - 2.4.2 Supermarket
  - 2.4.3 Store

### 3 MARKET COMPETITIVE LANDSCAPE BY MANUFACTURERS

- 3.1 Global Fabric Softener Market Competitive Situation by Manufacturers (2019 Versus 2023)
- 3.2 Global Fabric Softener Sales (K MT) of Manufacturers (2019-2024)
- 3.3 Global Fabric Softener Revenue of Manufacturers (2019-2024)
- 3.4 Global Fabric Softener Average Price by Manufacturers (2019-2024)
- 3.5 Global Fabric Softener Industry Ranking, 2022 VS 2023 VS 2024
- 3.6 Global Manufacturers of Fabric Softener, Manufacturing Sites & Headquarters
- 3.7 Global Manufacturers of Fabric Softener, Product Type & Application

- 3.8 Global Manufacturers of Fabric Softener, Date of Enter into This Industry
- 3.9 Global Fabric Softener Market CR5 and HHI
- 3.10 Global Manufacturers Mergers & Acquisition

## **4 MANUFACTURERS PROFILED**

### **4.1 P&G**

- 4.1.1 P&G Company Information
- 4.1.2 P&G Business Overview
- 4.1.3 P&G Fabric Softener Sales, Revenue and Gross Margin (2019-2024)
- 4.1.4 P&G Fabric Softener Product Portfolio
- 4.1.5 P&G Recent Developments

### **4.2 Unilever**

- 4.2.1 Unilever Company Information
- 4.2.2 Unilever Business Overview
- 4.2.3 Unilever Fabric Softener Sales, Revenue and Gross Margin (2019-2024)
- 4.2.4 Unilever Fabric Softener Product Portfolio
- 4.2.5 Unilever Recent Developments

### **4.3 Church & Dwight**

- 4.3.1 Church & Dwight Company Information
- 4.3.2 Church & Dwight Business Overview
- 4.3.3 Church & Dwight Fabric Softener Sales, Revenue and Gross Margin (2019-2024)
- 4.3.4 Church & Dwight Fabric Softener Product Portfolio
- 4.3.5 Church & Dwight Recent Developments

### **4.4 Colgate**

- 4.4.1 Colgate Company Information
- 4.4.2 Colgate Business Overview
- 4.4.3 Colgate Fabric Softener Sales, Revenue and Gross Margin (2019-2024)
- 4.4.4 Colgate Fabric Softener Product Portfolio
- 4.4.5 Colgate Recent Developments

### **4.5 Henkel**

- 4.5.1 Henkel Company Information
- 4.5.2 Henkel Business Overview
- 4.5.3 Henkel Fabric Softener Sales, Revenue and Gross Margin (2019-2024)
- 4.5.4 Henkel Fabric Softener Product Portfolio
- 4.5.5 Henkel Recent Developments

### **4.6 Ecover**

- 4.6.1 Ecover Company Information
- 4.6.2 Ecover Business Overview

- 4.6.3 Ecover Fabric Softener Sales, Revenue and Gross Margin (2019-2024)
- 4.6.4 Ecover Fabric Softener Product Portfolio
- 4.6.5 Ecover Recent Developments
- 4.7 Scjohnson
  - 4.7.1 Scjohnson Company Information
  - 4.7.2 Scjohnson Business Overview
  - 4.7.3 Scjohnson Fabric Softener Sales, Revenue and Gross Margin (2019-2024)
  - 4.7.4 Scjohnson Fabric Softener Product Portfolio
  - 4.7.5 Scjohnson Recent Developments
- 4.8 Werner & Mertz
  - 4.8.1 Werner & Mertz Company Information
  - 4.8.2 Werner & Mertz Business Overview
  - 4.8.3 Werner & Mertz Fabric Softener Sales, Revenue and Gross Margin (2019-2024)
  - 4.8.4 Werner & Mertz Fabric Softener Product Portfolio
  - 4.8.5 Werner & Mertz Recent Developments
- 4.9 Sodalis
  - 4.9.1 Sodalis Company Information
  - 4.9.2 Sodalis Business Overview
  - 4.9.3 Sodalis Fabric Softener Sales, Revenue and Gross Margin (2019-2024)
  - 4.9.4 Sodalis Fabric Softener Product Portfolio
  - 4.9.5 Sodalis Recent Developments
- 4.10 KAO
  - 4.10.1 KAO Company Information
  - 4.10.2 KAO Business Overview
  - 4.10.3 KAO Fabric Softener Sales, Revenue and Gross Margin (2019-2024)
  - 4.10.4 KAO Fabric Softener Product Portfolio
  - 4.10.5 KAO Recent Developments
- 6.11 Lion
  - 6.11.1 Lion Company Information
  - 6.11.2 Lion Fabric Softener Business Overview
  - 6.11.3 Lion Fabric Softener Sales, Revenue and Gross Margin (2019-2024)
  - 6.11.4 Lion Fabric Softener Product Portfolio
  - 6.11.5 Lion Recent Developments
- 6.12 Mitsuei
  - 6.12.1 Mitsuei Company Information
  - 6.12.2 Mitsuei Fabric Softener Business Overview
  - 6.12.3 Mitsuei Fabric Softener Sales, Revenue and Gross Margin (2019-2024)
  - 6.12.4 Mitsuei Fabric Softener Product Portfolio
  - 6.12.5 Mitsuei Recent Developments

## 6.13 Pigeon

6.13.1 Pigeon Company Information

6.13.2 Pigeon Fabric Softener Business Overview

6.13.3 Pigeon Fabric Softener Sales, Revenue and Gross Margin (2019-2024)

6.13.4 Pigeon Fabric Softener Product Portfolio

6.13.5 Pigeon Recent Developments

## 6.14 AIEEn

6.14.1 AIEEn Company Information

6.14.2 AIEEn Fabric Softener Business Overview

6.14.3 AIEEn Fabric Softener Sales, Revenue and Gross Margin (2019-2024)

6.14.4 AIEEn Fabric Softener Product Portfolio

6.14.5 AIEEn Recent Developments

## 6.15 Blue Moon

6.15.1 Blue Moon Company Information

6.15.2 Blue Moon Fabric Softener Business Overview

6.15.3 Blue Moon Fabric Softener Sales, Revenue and Gross Margin (2019-2024)

6.15.4 Blue Moon Fabric Softener Product Portfolio

6.15.5 Blue Moon Recent Developments

## 6.16 Lvsan

6.16.1 Lvsan Company Information

6.16.2 Lvsan Fabric Softener Business Overview

6.16.3 Lvsan Fabric Softener Sales, Revenue and Gross Margin (2019-2024)

6.16.4 Lvsan Fabric Softener Product Portfolio

6.16.5 Lvsan Recent Developments

## 6.17 Liby

6.17.1 Liby Company Information

6.17.2 Liby Fabric Softener Business Overview

6.17.3 Liby Fabric Softener Sales, Revenue and Gross Margin (2019-2024)

6.17.4 Liby Fabric Softener Product Portfolio

6.17.5 Liby Recent Developments

## 6.18 Yipinjing

6.18.1 Yipinjing Company Information

6.18.2 Yipinjing Fabric Softener Business Overview

6.18.3 Yipinjing Fabric Softener Sales, Revenue and Gross Margin (2019-2024)

6.18.4 Yipinjing Fabric Softener Product Portfolio

6.18.5 Yipinjing Recent Developments

## **5 GLOBAL FABRIC SOFTENER MARKET SCENARIO BY REGION**

- 5.1 Global Fabric Softener Market Size by Region: 2019 VS 2023 VS 2030
- 5.2 Global Fabric Softener Sales by Region: 2019-2030
  - 5.2.1 Global Fabric Softener Sales by Region: 2019-2024
  - 5.2.2 Global Fabric Softener Sales by Region: 2025-2030
- 5.3 Global Fabric Softener Revenue by Region: 2019-2030
  - 5.3.1 Global Fabric Softener Revenue by Region: 2019-2024
  - 5.3.2 Global Fabric Softener Revenue by Region: 2025-2030
- 5.4 North America Fabric Softener Market Facts & Figures by Country
  - 5.4.1 North America Fabric Softener Market Size by Country: 2019 VS 2023 VS 2030
  - 5.4.2 North America Fabric Softener Sales by Country (2019-2030)
  - 5.4.3 North America Fabric Softener Revenue by Country (2019-2030)
  - 5.4.4 U.S.
  - 5.4.5 Canada
- 5.5 Europe Fabric Softener Market Facts & Figures by Country
  - 5.5.1 Europe Fabric Softener Market Size by Country: 2019 VS 2023 VS 2030
  - 5.5.2 Europe Fabric Softener Sales by Country (2019-2030)
  - 5.5.3 Europe Fabric Softener Revenue by Country (2019-2030)
  - 5.5.4 Germany
  - 5.5.5 France
  - 5.5.6 U.K.
  - 5.5.7 Italy
  - 5.5.8 Russia
- 5.6 Asia Pacific Fabric Softener Market Facts & Figures by Country
  - 5.6.1 Asia Pacific Fabric Softener Market Size by Country: 2019 VS 2023 VS 2030
  - 5.6.2 Asia Pacific Fabric Softener Sales by Country (2019-2030)
  - 5.6.3 Asia Pacific Fabric Softener Revenue by Country (2019-2030)
  - 5.6.4 China
  - 5.6.5 Japan
  - 5.6.6 South Korea
  - 5.6.7 India
  - 5.6.8 Australia
  - 5.6.9 China Taiwan
  - 5.6.10 Indonesia
  - 5.6.11 Thailand
  - 5.6.12 Malaysia
- 5.7 Latin America Fabric Softener Market Facts & Figures by Country
  - 5.7.1 Latin America Fabric Softener Market Size by Country: 2019 VS 2023 VS 2030
  - 5.7.2 Latin America Fabric Softener Sales by Country (2019-2030)
  - 5.7.3 Latin America Fabric Softener Revenue by Country (2019-2030)

5.7.4 Mexico

5.7.5 Brazil

5.7.6 Argentina

5.8 Middle East and Africa Fabric Softener Market Facts & Figures by Country

5.8.1 Middle East and Africa Fabric Softener Market Size by Country: 2019 VS 2023 VS 2030

5.8.2 Middle East and Africa Fabric Softener Sales by Country (2019-2030)

5.8.3 Middle East and Africa Fabric Softener Revenue by Country (2019-2030)

5.8.4 Turkey

5.8.5 Saudi Arabia

5.8.6 UAE

## **6 SEGMENT BY TYPE**

6.1 Global Fabric Softener Sales by Type (2019-2030)

6.1.1 Global Fabric Softener Sales by Type (2019-2030) & (K MT)

6.1.2 Global Fabric Softener Sales Market Share by Type (2019-2030)

6.2 Global Fabric Softener Revenue by Type (2019-2030)

6.2.1 Global Fabric Softener Sales by Type (2019-2030) & (US\$ Million)

6.2.2 Global Fabric Softener Revenue Market Share by Type (2019-2030)

6.3 Global Fabric Softener Price by Type (2019-2030)

## **7 SEGMENT BY APPLICATION**

7.1 Global Fabric Softener Sales by Application (2019-2030)

7.1.1 Global Fabric Softener Sales by Application (2019-2030) & (K MT)

7.1.2 Global Fabric Softener Sales Market Share by Application (2019-2030)

7.2 Global Fabric Softener Revenue by Application (2019-2030)

6.2.1 Global Fabric Softener Sales by Application (2019-2030) & (US\$ Million)

6.2.2 Global Fabric Softener Revenue Market Share by Application (2019-2030)

7.3 Global Fabric Softener Price by Application (2019-2030)

## **8 VALUE CHAIN AND SALES CHANNELS ANALYSIS OF THE MARKET**

8.1 Fabric Softener Value Chain Analysis

8.1.1 Fabric Softener Key Raw Materials

8.1.2 Raw Materials Key Suppliers

8.1.3 Fabric Softener Production Mode & Process

8.2 Fabric Softener Sales Channels Analysis

8.2.1 Direct Comparison with Distribution Share

8.2.2 Fabric Softener Distributors

8.2.3 Fabric Softener Customers

## **9 GLOBAL FABRIC SOFTENER ANALYZING MARKET DYNAMICS**

9.1 Fabric Softener Industry Trends

9.2 Fabric Softener Industry Drivers

9.3 Fabric Softener Industry Opportunities and Challenges

9.4 Fabric Softener Industry Restraints

## **10 REPORT CONCLUSION**

## **11 DISCLAIMER**

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