

Global Laundry Detergent Sheets Market Size Study & Forecast, by Type (Phosphate-Free Detergent, Enzyme Detergent or Biological Detergent, Pre-Soak Detergent, Others), by Season (Everyday Use, All-Season, Winter), by Application (Households, Hotel and Resort, Laundry Service Provider/Dry Cleaners, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Laundry Detergent Sheets Market is valued at approximately USD 813.60 million in 2022 and is anticipated to grow with a CAGR of more than 15.1% over the forecast period 2023-2030. Laundry detergent sheets are compact, convenient, and innovative alternatives to traditional liquid or powder detergents. These sheets are typically made of a water-soluble material that contains concentrated detergent, enzymes, and other cleaning agents. When placed in the washing machine with clothes, the sheet dissolves, releasing the detergent and effectively cleaning the laundry. The sheets are designed to be pre-measured, eliminating the need for measuring cups and reducing the risk of detergent waste. They are also lightweight and easy to store, making them ideal for travel or small living spaces. Furthermore, rising disposable income, emerging global markets, and growing urbanization elevate the market space during the forecast period of 2023-2030.

In addition, Moreover, the growth of the e-commerce sector is the key driving factor for the market growth across the globe. According to the India Brand Equity Foundation (IBEF) in 2023, the laundry detergent sheets market benefit from the overall growth of the e-commerce market, which is projected to reach USD 350 billion by 2030. With an expected growth rate of 21.5% to reach USD 74.8 billion in 2022, the expanding prevalence of e-commerce globally is have a significant impact on the growth trajectory

of the Laundry Detergent Sheets Market. This indicates a promising opportunity for manufacturers and sellers of laundry detergent sheets to leverage the growing e-commerce platform to reach a wider consumer base and drive market expansion. According to Statista in 2023, the United States had the highest gross adjusted per capita household disposable income among OECD countries, totalling around USD 62,335 in 2021. Luxembourg ranked second with approximately USD 51,465 closely followed by Australia in third place. Thus, these countries' relatively higher disposable incomes in these nations create an attractive market for premium products like laundry detergent sheets. Manufacturers and sellers in the Laundry Detergent Sheets Market tap into the potential of these affluent consumer bases to drive growth and market expansion. However, limited consumer awareness and the prevalence of high competition are hampering the market's growth during the estimated period.

The key regions considered for the Global Laundry Detergent Sheets Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominates the Laundry Detergent Sheets Market due to several factors. The region's consumer awareness and adoption of new laundry products, affluent consumer base, established retail infrastructure, and growing environmental consciousness contribute to its market dominance. Additionally, effective marketing and promotion strategies have further boosted the popularity and demand for laundry detergent sheets in North America. Asia Pacific region is witnessing the fastest growth in the Laundry Detergent Sheets Market due to several key factors. These include rapid urbanization, a rising middle-class population with higher disposable incomes, increasing awareness of environmental sustainability, and the growing accessibility of online platforms for purchasing laundry detergent sheets. These factors collectively contribute to the region's accelerated market growth in the laundry detergent sheets segment.

Major market players included in this report are:

Cleanfinity Brands

Earth Breeze, Inc.

ECOS by Earth Friendly Products

Reckitt Benckiser Group PLC

InvenTel Products, LLC (Dash)

Homevative

Kind Laundry

Eco-Sal SA

Procter & Gamble Company

Henkel AG & Co. KGaA

Recent Developments in the Market:

In November 2021, SuperBottoms, a leading sustainable infant care brand in India, launched an innovative laundry detergent named 'Super Laundry Sheets.' This groundbreaking product aims to create a new market segment within the laundry category. The non-toxic detergent sheets are specially designed for washing cloth diapers, baby garments, and children's clothing, catering to the unique needs of parents and caregivers.

In August 2021, Ease, a home cleaning company, launched its inaugural product, Multi-Purpose Laundry Detergent Sheets. These innovative detergent sheets offer a unique color-catcher feature, allowing for the simultaneous washing of white and colored clothing. Utilizing a nonwoven regenerative plant fiber, these sheets effectively prevent color bleeds and the transfer of additional fabric dyes into the water source during the washing process.

Global Laundry Detergent Sheets Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Type, Season, Application, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Phosphate-Free Detergent

Enzyme Detergent or Biological Detergent

Pre-Soak Detergent

Soft Washing Detergent or Detergent for Delicates

Others

By Season:

Everyday Use

All-Season

Winter

By Application:

Households

Hotel and Resort

Laundry Service Provider/Dry Cleaners

Industrial

Institutional

Hospitals and Clinics

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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