

# **Global Liquid Detergent Market Size study, by Nature (Organic, Conventional), by Application (Laundry, Dishwashing), by Distribution Channel (Online Sales Channels, Supermarket and Hypermarket, Departmental & Convenience Stores, Independent Grocery Stores), by End User (Residential, Commercial), and Regional Forecasts 2022-2032**

<https://marketpublishers.com/r/GAEBF6B13D70EN.html>

Date: October 2024

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: GAEBF6B13D70EN

## **Abstracts**

The Global Liquid Detergent Market is valued at approximately USD 33.1 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 5.9% over the forecast period 2022-2032. Liquid detergents have revolutionized the cleaning industry with their convenience and effectiveness in tackling various cleaning tasks, from laundry to dishwashing. As urbanization accelerates and dual-income households rise, the demand for efficient cleaning solutions that save time and energy has surged. Liquid detergents, with their easy-to-measure and fast-dispersing nature, cater perfectly to these needs, driving their market growth. Moreover, the increasing awareness among consumers regarding hygiene, particularly post-pandemic, has further fueled the market demand for liquid detergents, perceived as more effective and user-friendly compared to traditional powder detergents.

The shift towards eco-friendly and biodegradable formulations in liquid detergents is another significant driver propelling market growth. With consumers becoming more environmentally conscious, there is a growing demand for liquid detergents that minimize environmental impact. This trend is fostering innovations in packaging, such as refillable bottles and concentrated formulas, which not only reduce waste but also align with the global sustainability goals. However, the industry faces challenges, including the harmful effects of certain chemical components in liquid detergents on

aquatic life and the environmental concerns related to plastic packaging. Despite these hurdles, the liquid detergent market continues to evolve, with manufacturers focusing on sustainability initiatives and innovative product offerings.

The key regions considered in the study include Asia Pacific, North America, Europe, Latin America, and the Middle East and Africa. North America, particularly the U.S., holds a dominant position due to its established infrastructure and significant demand for efficient and high-quality cleaning products. The U.S. market's focus on luxury and environmentally friendly products reflects the growing environmental concerns among consumers. In Europe, particularly in Germany and the UK, there is a strong preference for sustainable and high-quality liquid detergents, driven by stringent regulations and consumer awareness. Meanwhile, the Asia-Pacific region is witnessing fastest growth, especially in China and India, fueled by urbanization, rising disposable incomes, and changing consumer lifestyles.

Major market players included in this report are:

Procter & Gamble  
Unilever Plc  
Henkel Company KGaA  
Church & Dwight  
Colgate-Palmolive  
S.C. Johnson & Son, Inc.  
Reckitt Benckiser Group plc  
Amway Corporation  
The Clorox Company  
Godrej Consumer Products  
Kao Corporation  
Lion Corporation  
Guangzhou Blue Moon Industrial Co., Ltd.  
Wipro Consumer Care and Lighting  
Method Products, PBC

The detailed segments and sub-segment of the market are explained below:

By Nature:

Organic

Conventional

By Application:

Laundry  
Dishwashing

By Distribution Channel:

Online Sales Channels  
Supermarket and Hypermarket  
Departmental & Convenience Stores  
Independent Grocery Stores

By End User:

Residential  
Commercial

By Region:

North America  
U.S.  
Canada

Europe  
UK  
Germany  
France  
Spain  
Italy  
Rest of Europe

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
Rest of Asia Pacific

Latin America  
Brazil  
Mexico  
Rest of Latin America

Middle East & Africa  
Saudi Arabia  
South Africa  
Rest of Middle East & Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

## Contents

### **CHAPTER 1. GLOBAL LIQUID DETERGENT MARKET EXECUTIVE SUMMARY**

- 1.1. Global Liquid Detergent Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By Nature
  - 1.3.2. By Application
  - 1.3.3. By Distribution Channel
  - 1.3.4. By End User
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL LIQUID DETERGENT MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### **CHAPTER 3. GLOBAL LIQUID DETERGENT MARKET DYNAMICS**

*Global Liquid Detergent Market Size study, by Nature (Organic, Conventional), by Application (Laundry, Dishwas...*

### 3.1. Market Drivers

- 3.1.1. Rising Awareness and Hygiene Concerns Post-Pandemic
- 3.1.2. Urbanization and Increasing Disposable Incomes
- 3.1.3. Shift towards Eco-Friendly and Biodegradable Formulations

### 3.2. Market Challenges

- 3.2.1. Environmental Impact of Chemical Components
- 3.2.2. High Cost of Raw Materials

### 3.3. Market Opportunities

- 3.3.1. Growing Demand for Sustainable and Biodegradable Products
- 3.3.2. Product Diversification for Specialized Applications
- 3.3.3. E-commerce as a Growth Platform

## **CHAPTER 4. GLOBAL LIQUID DETERGENT MARKET INDUSTRY ANALYSIS**

### 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

### 4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

### 4.3. Top investment opportunity

### 4.4. Top winning strategies

### 4.5. Disruptive Trends

### 4.6. Industry Expert Perspective

### 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL LIQUID DETERGENT MARKET SIZE & FORECASTS BY NATURE 2022-2032**

#### 5.1. Segment Dashboard

#### 5.2. Global Liquid Detergent Market: Nature Revenue Trend Analysis, 2022 & 2032(USD Billion)

##### 5.2.1. Organic

##### 5.2.2. Conventional

### **CHAPTER 6. GLOBAL LIQUID DETERGENT MARKET SIZE & FORECASTS BY APPLICATION 2022-2032**

#### 6.1. Segment Dashboard

#### 6.2. Global Liquid Detergent Market: Application Revenue Trend Analysis, 2022 & 2032(USD Billion)

##### 6.2.1. Laundry

##### 6.2.2. Dishwashing

### **CHAPTER 7. GLOBAL LIQUID DETERGENT MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2022-2032**

#### 7.1. Segment Dashboard

#### 7.2. Global Liquid Detergent Market: Distribution Channel Revenue Trend Analysis, 2022 & 2032(USD Billion)

##### 7.2.1. Online Sales Channels

##### 7.2.2. Supermarket and Hypermarket

##### 7.2.3. Departmental & Convenience Stores

##### 7.2.4. Independent Grocery Stores

### **CHAPTER 8. GLOBAL LIQUID DETERGENT MARKET SIZE & FORECASTS BY END USER 2022-2032**

#### 8.1. Segment Dashboard

#### 8.2. Global Liquid Detergent Market: End User Revenue Trend Analysis, 2022 & 2032(USD Billion)

##### 8.2.1. Residential

##### 8.2.2. Commercial

### **CHAPTER 9. GLOBAL LIQUID DETERGENT MARKET SIZE & FORECASTS BY REGION 2022-2032**

#### 9.1. North America Liquid Detergent Market

- 9.1.1. U.S. Liquid Detergent Market
  - 9.1.1.1. Nature breakdown size & forecasts, 2022-2032
  - 9.1.1.2. Application breakdown size & forecasts, 2022-2032
  - 9.1.1.3. Distribution Channel breakdown size & forecasts, 2022-2032
  - 9.1.1.4. End User breakdown size & forecasts, 2022-2032
- 9.1.2. Canada Liquid Detergent Market
  - 9.1.2.1. Nature breakdown size & forecasts, 2022-2032
  - 9.1.2.2. Application breakdown size & forecasts, 2022-2032
  - 9.1.2.3. Distribution Channel breakdown size & forecasts, 2022-2032
  - 9.1.2.4. End User breakdown size & forecasts, 2022-2032
- 9.2. Europe Liquid Detergent Market
  - 9.2.1. UK Liquid Detergent Market
  - 9.2.2. Germany Liquid Detergent Market
  - 9.2.3. France Liquid Detergent Market
  - 9.2.4. Spain Liquid Detergent Market
  - 9.2.5. Italy Liquid Detergent Market
  - 9.2.6. Rest of Europe Liquid Detergent Market
- 9.3. Asia-Pacific Liquid Detergent Market
  - 9.3.1. China Liquid Detergent Market
  - 9.3.2. India Liquid Detergent Market
  - 9.3.3. Japan Liquid Detergent Market
  - 9.3.4. Australia Liquid Detergent Market
  - 9.3.5. South Korea Liquid Detergent Market
  - 9.3.6. Rest of Asia Pacific Liquid Detergent Market
- 9.4. Latin America Liquid Detergent Market
  - 9.4.1. Brazil Liquid Detergent Market
  - 9.4.2. Mexico Liquid Detergent Market
  - 9.4.3. Rest of Latin America Liquid Detergent Market
- 9.5. Middle East & Africa Liquid Detergent Market
  - 9.5.1. Saudi Arabia Liquid Detergent Market
  - 9.5.2. South Africa Liquid Detergent Market
  - 9.5.3. Rest of Middle East & Africa Liquid Detergent Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Key Company SWOT Analysis
  - 10.1.1. Company
  - 10.1.2. Company
  - 10.1.3. Company

## 10.2. Top Market Strategies

## 10.3. Company Profiles

### 10.3.1. Procter & Gamble

#### 10.3.1.1. Key Information

#### 10.3.1.2. Overview

#### 10.3.1.3. Financial (Subject to Data Availability)

#### 10.3.1.4. Product Summary

#### 10.3.1.5. Market Strategies

### 10.3.2. Unilever Plc

### 10.3.3. Henkel Company KGaA

### 10.3.4. Church & Dwight

### 10.3.5. Colgate-Palmolive

### 10.3.6. S.C. Johnson & Son, Inc.

### 10.3.7. Reckitt Benckiser Group plc

### 10.3.8. Amway Corporation

### 10.3.9. The Clorox Company

### 10.3.10. Godrej Consumer Products

### 10.3.11. Kao Corporation

### 10.3.12. Lion Corporation

### 10.3.13. Guangzhou Blue Moon Industrial Co., Ltd.

### 10.3.14. Wipro Consumer Care and Lighting

### 10.3.15. Method Products, PBC

## **CHAPTER 11. RESEARCH PROCESS**

### 11.1. Research Process

#### 11.1.1. Data Mining

#### 11.1.2. Analysis

#### 11.1.3. Market Estimation

#### 11.1.4. Validation

#### 11.1.5. Publishing

### 11.2. Research Attributes

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Liquid Detergent market, report scope

TABLE 2. Global Liquid Detergent market estimates & forecasts by Region 2022-2032 (USD Billion)

TABLE 3. Global Liquid Detergent market estimates & forecasts by Nature 2022-2032 (USD Billion)

TABLE 4. Global Liquid Detergent market estimates & forecasts by Application 2022-2032 (USD Billion)

TABLE 5. Global Liquid Detergent market estimates & forecasts by Distribution Channel 2022-2032 (USD Billion)

TABLE 6. Global Liquid Detergent market estimates & forecasts by End User 2022-2032 (USD Billion)

TABLE 7. Global Liquid Detergent market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 8. Global Liquid Detergent market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 9. Global Liquid Detergent market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 10. Global Liquid Detergent market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 11. Global Liquid Detergent market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 12. Global Liquid Detergent market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 13. Global Liquid Detergent market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 14. Global Liquid Detergent market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 15. U.S. Liquid Detergent market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 16. U.S. Liquid Detergent market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 17. U.S. Liquid Detergent market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 18. Canada Liquid Detergent market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 19. Canada Liquid Detergent market estimates & forecasts by segment  
2022-2032 (USD Billion)

TABLE 20. Canada Liquid Detergent market estimates & forecasts by segment  
2022-2032 (USD Billion)

.....

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Liquid Detergent market, research methodology
- FIG 2. Global Liquid Detergent market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods.
- FIG 4. Global Liquid Detergent market, key trends 2023
- FIG 5. Global Liquid Detergent market, growth prospects 2022-2032
- FIG 6. Global Liquid Detergent market, porters 5 force model
- FIG 7. Global Liquid Detergent market, PESTEL analysis
- FIG 8. Global Liquid Detergent market, value chain analysis
- FIG 9. Global Liquid Detergent market by segment, 2022 & 2032(USD Billion)
- FIG 10. Global Liquid Detergent market by segment, 2022 & 2032(USD Billion)
- FIG 11. Global Liquid Detergent market by segment, 2022 & 2032(USD Billion)
- FIG 12. Global Liquid Detergent market by segment, 2022 & 2032(USD Billion)
- FIG 13. Global Liquid Detergent market by segment, 2022 & 2032(USD Billion)
- FIG 14. Global Liquid Detergent market, regional snapshot 2022 & 2033
- FIG 15. North America Liquid Detergent market 2022 & 2032(USD Billion)
- FIG 16. Europe Liquid Detergent market 2022 & 2032(USD Billion)
- FIG 17. Asia pacific Liquid Detergent market 2022 & 2032(USD Billion)
- FIG 18. Latin America Liquid Detergent market 2022 & 2032(USD Billion)
- FIG 19. Middle East & Africa Liquid Detergent market 2022 & 2032(USD Billion)
- FIG 20. Global Liquid Detergent market, company market share analysis (2023)

.....

This list is not complete, final report does contain more than 50 figures. The list may be updated in the final deliverable.

## I would like to order

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