

Global Concentrated Laundry Detergents Market Research Report 2026(Status and Outlook)

<https://marketpublishers.com/r/GA38D696D93FEN.html>

Date: February 2026

Pages: 171

Price: US\$ 2,980.00 (Single User License)

ID: GA38D696D93FEN

Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Concentrated Laundry Detergents competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. In 2024, the global production of concentrated laundry detergent will reach 208.63 thousand tons, with an average selling price of US\$8.57 per kilogram. Concentrated laundry detergent is a product produced by mixing various raw materials in a certain ratio and through a certain process. The product has a large content of active substances, which can reduce packaging materials and transportation costs. The actual usage is less than that of ordinary liquid detergents. The liquid detergent products for clothes that use the concentrated detergent logo specified in the technical specifications are divided into two categories according to the product users: "concentrated laundry liquid" and "concentrated silk and wool detergent". Among them, concentrated laundry liquid is divided into two levels according to the degree of concentration: "concentrated" and "concentrated +". Ordinary laundry liquid requires the active matter content to reach more than 15%, and if it is concentrated, it must reach 25%. The product with the "concentrated detergent logo" has higher requirements, and the active matter content must reach 30%, and the concentrated + must reach 45%. Characteristics of concentrated laundry detergent: 1. Small volume and low dosage: Because the effective decontamination components of concentrated laundry detergents and washing powders are 2-3 times that of ordinary detergents, the usage is 1/3-1/2 of ordinary detergents. Concentrated laundry detergent is smaller in size and more convenient to carry and use, which also saves waste in transportation and packaging materials. 2. Save water, low foam, and low viscosity: Concentrated laundry detergent and washing powder have less foam when washing, are easy to rinse, and have no residue, save water, reduce wastewater discharge, and protect the water

environment! Concentrated laundry detergent uses low viscosity technology, the liquid is thinner, and it dissolves in water more quickly, which improves washing efficiency.³ Good decontamination effect: The active ingredients of concentrated laundry detergent far exceed the proportion of active ingredients in ordinary washing, and the decontamination effect is stronger; fast cleaning is strong, and clothes can be quickly cleaned when washed in fast washing mode. Future trend: Concentrated laundry detergents, with their high concentration of active substances, can effectively reduce carbon emissions during packaging, production, transportation and use while improving cleaning efficiency, showing strong environmental protection properties. According to statistics, in France, the United Kingdom, Germany, the United States and other countries, the degree of concentration of laundry detergents has exceeded 96%, while the market penetration rate of concentrated laundry detergents in China is only 5%, which has huge growth potential. With the expansion of the market, high-end concentrated laundry detergents above 60 yuan have increased significantly. Local brands have accelerated market education through technological iterations and continued to maintain their dominant position in the category competition pattern. At the same time, consumers' understanding of concentrated laundry detergents continues to deepen, and extended functions such as high active substance concentration, complex enzyme formula synergistic decontamination and sterilization and antibacterial have become key considerations when purchasing. In addition, the functions of concentrated products are constantly upgraded, from efficient cleaning to focusing on clothing care, and the scene effects of concentrated laundry detergents are driving users to migrate to concentrated categories and reconstructing the market consumption pattern. It can be seen that China's concentrated detergent products are still in their infancy. Although the current market share of concentrated detergents is small, with people's increasing requirements for quality of life and increasing awareness of environmental protection, the country's advocacy of concentrated laundry, concentrated laundry must be the general trend. Compared with ordinary detergents, concentrated detergents improve the decontamination performance, thereby enhancing the washing effect, while reducing the use of ineffective chemicals and water, saving transportation, storage, and reducing emissions.

The global Concentrated Laundry Detergents market size was estimated at USD 1788.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 15.90% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Concentrated Laundry Detergents market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive

landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Concentrated Laundry Detergents market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Concentrated Laundry Detergents market.

Global Concentrated Laundry Detergents Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Procter & Gamble

Unilever

Kao

Henkel AG & Co. KGaA

Lion Corporation
SC Johnson
Reckitt
Colgate
Clorox
kulmex
Laundry Sauce
Liby
Whealthfields Lohmann
Nice Group Co.,Ltd.
Blue Moon
Shanghai Hutchison Whitecat Company Limited
Nafine Chemical Industry Group Co.,Ltd.
Hongmian Zhihui Science and Technology Innovation Co., Ltd. Guangzhou
Kellet Baoding Good Day Supplies Of Limited Company
LvSan

Market Segmentation (by Type)

Concentrated (25%)
Concentrated + (45%)

Market Segmentation (by Application)

Online Channels
Supermarkets & Hypermarkets
Convenience Stores
Others

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Concentrated Laundry Detergents Market
Overview of the regional outlook of the Concentrated Laundry Detergents Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an 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 Concentrated Laundry Detergents Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the 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 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help

readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to 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 8 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 capacity of each country in the world.

Chapter 9 shares the main producing countries of Concentrated Laundry Detergents, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region

as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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