

# Global Laundry Care Market Research Report 2022(Status and Outlook)

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## Abstracts

### Report Overview

Laundry refers to the washing of clothing and other textiles. Laundry processes are often done in a room reserved for that purpose; in an individual home this is referred to as a laundry room or utility room. An apartment building or student hall of residence may have a shared laundry facility. A stand-alone business is referred to as a self-service laundry. The material that is being washed, or has been laundered, is also generally referred to as laundry.

Laundry processes include washing (usually with water containing detergents or other chemicals), agitation, rinsing, drying, pressing (ironing), and folding. The washing will often be done at a temperature above room temperature to increase the activities of any chemicals used and the solubility of stains, and high temperatures kill micro-organisms that may be present on the fabric. Many professional laundry Services are present in the market which offers at different price range.

The Global Laundry Care Market Size was estimated at USD 64931.35 million in 2021 and is projected to reach USD 88418.55 million by 2028, exhibiting a CAGR of 4.51% during the forecast period.

This report provides a deep insight into the global Laundry Care market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Laundry Care Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Laundry Care market in any manner.

### Global Laundry Care Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Church and Dwight

Henkel

Procter and Gamble

The Clorox

Unilever

Bombril

Colgate

SC Johnson and Son Inc

Goodmaid Chemicals

Jyothy Laboratories

Kao Group

LG Household and Healthcare

Lion

McBride

Method Products

Nirma

Phoenix Brands

PZ Cussons

Reckitt Benckiser

Rohit Surfactants

Safeway

Seventh Generation

Spotless Iberia

Tesco

Market Segmentation (by Type)

Laundry Detergent

Fabric Softener

Bleach

Other

### Market Segmentation (by Application)

Residential

Commercial

### 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 Laundry Care Market

Overview of the regional outlook of the Laundry Care Market:

#### 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 (USD Billion) 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

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

Note: this report may need to undergo a final check or review and this could take about 48 hours.

### 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 Laundry Care 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Laundry Care
- 1.2 Key Market Segments
  - 1.2.1 Laundry Care Segment by Type
  - 1.2.2 Laundry Care Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 LAUNDRY CARE MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Laundry Care Market Size (M USD) Estimates and Forecasts (2017-2028)
  - 2.1.2 Global Laundry Care Sales Estimates and Forecasts (2017-2028)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 LAUNDRY CARE MARKET COMPETITIVE LANDSCAPE**

- 3.1 Global Laundry Care Sales by Manufacturers (2017-2022)
- 3.2 Global Laundry Care Revenue Market Share by Manufacturers (2017-2022)
- 3.3 Laundry Care Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.4 Global Laundry Care Average Price by Manufacturers (2017-2022)
- 3.5 Manufacturers Laundry Care Sales Sites, Area Served, Product Type
- 3.6 Laundry Care Market Competitive Situation and Trends
  - 3.6.1 Laundry Care Market Concentration Rate
  - 3.6.2 Global 5 and 10 Largest Laundry Care Players Market Share by Revenue
  - 3.6.3 Mergers & Acquisitions, Expansion

### **4 LAUNDRY CARE INDUSTRY CHAIN ANALYSIS**

- 4.1 Laundry Care Industry Chain Analysis



- 4.2 Market Overview and Market Concentration Analysis of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF LAUNDRY CARE MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
  - 5.5.1 New Product Developments
  - 5.5.2 Mergers & Acquisitions
  - 5.5.3 Expansions
  - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

## **6 LAUNDRY CARE MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Laundry Care Sales Market Share by Type (2017-2022)
- 6.3 Global Laundry Care Market Size Market Share by Type (2017-2022)
- 6.4 Global Laundry Care Price by Type (2017-2022)

## **7 LAUNDRY CARE MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Laundry Care Market Sales by Application (2017-2022)
- 7.3 Global Laundry Care Market Size (M USD) by Application (2017-2022)
- 7.4 Global Laundry Care Sales Growth Rate by Application (2017-2022)

## **8 LAUNDRY CARE MARKET SEGMENTATION BY REGION**

- 8.1 Global Laundry Care Sales by Region
  - 8.1.1 Global Laundry Care Sales by Region
  - 8.1.2 Global Laundry Care Sales Market Share by Region
- 8.2 North America
  - 8.2.1 North America Laundry Care Sales by Country
  - 8.2.2 U.S.

- 8.2.3 Canada
- 8.2.4 Mexico
- 8.3 Europe
  - 8.3.1 Europe Laundry Care Sales by Country
  - 8.3.2 Germany
  - 8.3.3 France
  - 8.3.4 U.K.
  - 8.3.5 Italy
  - 8.3.6 Russia
- 8.4 Asia Pacific
  - 8.4.1 Asia Pacific Laundry Care Sales by Region
  - 8.4.2 China
  - 8.4.3 Japan
  - 8.4.4 South Korea
  - 8.4.5 India
  - 8.4.6 Southeast Asia
- 8.5 South America
  - 8.5.1 South America Laundry Care Sales by Country
  - 8.5.2 Brazil
  - 8.5.3 Argentina
  - 8.5.4 Columbia
- 8.6 Middle East and Africa
  - 8.6.1 Middle East and Africa Laundry Care Sales by Region
  - 8.6.2 Saudi Arabia
  - 8.6.3 UAE
  - 8.6.4 Egypt
  - 8.6.5 Nigeria
  - 8.6.6 South Africa

## **9 KEY COMPANIES PROFILED**

- 9.1 Church and Dwight
  - 9.1.1 Church and Dwight Laundry Care Basic Information
  - 9.1.2 Church and Dwight Laundry Care Product Overview
  - 9.1.3 Church and Dwight Laundry Care Product Market Performance
  - 9.1.4 Church and Dwight Business Overview
  - 9.1.5 Church and Dwight Laundry Care SWOT Analysis
  - 9.1.6 Church and Dwight Recent Developments
- 9.2 Henkel

- 9.2.1 Henkel Laundry Care Basic Information
- 9.2.2 Henkel Laundry Care Product Overview
- 9.2.3 Henkel Laundry Care Product Market Performance
- 9.2.4 Henkel Business Overview
- 9.2.5 Henkel Laundry Care SWOT Analysis
- 9.2.6 Henkel Recent Developments
- 9.3 Procter and Gamble
  - 9.3.1 Procter and Gamble Laundry Care Basic Information
  - 9.3.2 Procter and Gamble Laundry Care Product Overview
  - 9.3.3 Procter and Gamble Laundry Care Product Market Performance
  - 9.3.4 Procter and Gamble Business Overview
  - 9.3.5 Procter and Gamble Laundry Care SWOT Analysis
  - 9.3.6 Procter and Gamble Recent Developments
- 9.4 The Clorox
  - 9.4.1 The Clorox Laundry Care Basic Information
  - 9.4.2 The Clorox Laundry Care Product Overview
  - 9.4.3 The Clorox Laundry Care Product Market Performance
  - 9.4.4 The Clorox Business Overview
  - 9.4.5 The Clorox Laundry Care SWOT Analysis
  - 9.4.6 The Clorox Recent Developments
- 9.5 Unilever
  - 9.5.1 Unilever Laundry Care Basic Information
  - 9.5.2 Unilever Laundry Care Product Overview
  - 9.5.3 Unilever Laundry Care Product Market Performance
  - 9.5.4 Unilever Business Overview
  - 9.5.5 Unilever Laundry Care SWOT Analysis
  - 9.5.6 Unilever Recent Developments
- 9.6 Bombril
  - 9.6.1 Bombril Laundry Care Basic Information
  - 9.6.2 Bombril Laundry Care Product Overview
  - 9.6.3 Bombril Laundry Care Product Market Performance
  - 9.6.4 Bombril Business Overview
  - 9.6.5 Bombril Recent Developments
- 9.7 Colgate
  - 9.7.1 Colgate Laundry Care Basic Information
  - 9.7.2 Colgate Laundry Care Product Overview
  - 9.7.3 Colgate Laundry Care Product Market Performance
  - 9.7.4 Colgate Business Overview
  - 9.7.5 Colgate Recent Developments

## 9.8 SC Johnson and Son Inc

- 9.8.1 SC Johnson and Son Inc Laundry Care Basic Information
- 9.8.2 SC Johnson and Son Inc Laundry Care Product Overview
- 9.8.3 SC Johnson and Son Inc Laundry Care Product Market Performance
- 9.8.4 SC Johnson and Son Inc Business Overview
- 9.8.5 SC Johnson and Son Inc Recent Developments

## 9.9 Goodmaid Chemicals

- 9.9.1 Goodmaid Chemicals Laundry Care Basic Information
- 9.9.2 Goodmaid Chemicals Laundry Care Product Overview
- 9.9.3 Goodmaid Chemicals Laundry Care Product Market Performance
- 9.9.4 Goodmaid Chemicals Business Overview
- 9.9.5 Goodmaid Chemicals Recent Developments

## 9.10 Jyothy Laboratories

- 9.10.1 Jyothy Laboratories Laundry Care Basic Information
- 9.10.2 Jyothy Laboratories Laundry Care Product Overview
- 9.10.3 Jyothy Laboratories Laundry Care Product Market Performance
- 9.10.4 Jyothy Laboratories Business Overview
- 9.10.5 Jyothy Laboratories Recent Developments

## 9.11 Kao Group

- 9.11.1 Kao Group Laundry Care Basic Information
- 9.11.2 Kao Group Laundry Care Product Overview
- 9.11.3 Kao Group Laundry Care Product Market Performance
- 9.11.4 Kao Group Business Overview
- 9.11.5 Kao Group Recent Developments

## 9.12 LG Household and Healthcare

- 9.12.1 LG Household and Healthcare Laundry Care Basic Information
- 9.12.2 LG Household and Healthcare Laundry Care Product Overview
- 9.12.3 LG Household and Healthcare Laundry Care Product Market Performance
- 9.12.4 LG Household and Healthcare Business Overview
- 9.12.5 LG Household and Healthcare Recent Developments

## 9.13 Lion

- 9.13.1 Lion Laundry Care Basic Information
- 9.13.2 Lion Laundry Care Product Overview
- 9.13.3 Lion Laundry Care Product Market Performance
- 9.13.4 Lion Business Overview
- 9.13.5 Lion Recent Developments

## 9.14 McBride

- 9.14.1 McBride Laundry Care Basic Information
- 9.14.2 McBride Laundry Care Product Overview

- 9.14.3 McBride Laundry Care Product Market Performance
- 9.14.4 McBride Business Overview
- 9.14.5 McBride Recent Developments
- 9.15 Method Products
  - 9.15.1 Method Products Laundry Care Basic Information
  - 9.15.2 Method Products Laundry Care Product Overview
  - 9.15.3 Method Products Laundry Care Product Market Performance
  - 9.15.4 Method Products Business Overview
  - 9.15.5 Method Products Recent Developments
- 9.16 Nirma
  - 9.16.1 Nirma Laundry Care Basic Information
  - 9.16.2 Nirma Laundry Care Product Overview
  - 9.16.3 Nirma Laundry Care Product Market Performance
  - 9.16.4 Nirma Business Overview
  - 9.16.5 Nirma Recent Developments
- 9.17 Phoenix Brands
  - 9.17.1 Phoenix Brands Laundry Care Basic Information
  - 9.17.2 Phoenix Brands Laundry Care Product Overview
  - 9.17.3 Phoenix Brands Laundry Care Product Market Performance
  - 9.17.4 Phoenix Brands Business Overview
  - 9.17.5 Phoenix Brands Recent Developments
- 9.18 PZ Cussons
  - 9.18.1 PZ Cussons Laundry Care Basic Information
  - 9.18.2 PZ Cussons Laundry Care Product Overview
  - 9.18.3 PZ Cussons Laundry Care Product Market Performance
  - 9.18.4 PZ Cussons Business Overview
  - 9.18.5 PZ Cussons Recent Developments
- 9.19 Reckitt Benckiser
  - 9.19.1 Reckitt Benckiser Laundry Care Basic Information
  - 9.19.2 Reckitt Benckiser Laundry Care Product Overview
  - 9.19.3 Reckitt Benckiser Laundry Care Product Market Performance
  - 9.19.4 Reckitt Benckiser Business Overview
  - 9.19.5 Reckitt Benckiser Recent Developments
- 9.20 Rohit Surfactants
  - 9.20.1 Rohit Surfactants Laundry Care Basic Information
  - 9.20.2 Rohit Surfactants Laundry Care Product Overview
  - 9.20.3 Rohit Surfactants Laundry Care Product Market Performance
  - 9.20.4 Rohit Surfactants Business Overview
  - 9.20.5 Rohit Surfactants Recent Developments

## 9.21 Safeway

- 9.21.1 Safeway Laundry Care Basic Information
- 9.21.2 Safeway Laundry Care Product Overview
- 9.21.3 Safeway Laundry Care Product Market Performance
- 9.21.4 Safeway Business Overview
- 9.21.5 Safeway Recent Developments

## 9.22 Seventh Generation

- 9.22.1 Seventh Generation Laundry Care Basic Information
- 9.22.2 Seventh Generation Laundry Care Product Overview
- 9.22.3 Seventh Generation Laundry Care Product Market Performance
- 9.22.4 Seventh Generation Business Overview
- 9.22.5 Seventh Generation Recent Developments

## 9.23 Spotless Iberia

- 9.23.1 Spotless Iberia Laundry Care Basic Information
- 9.23.2 Spotless Iberia Laundry Care Product Overview
- 9.23.3 Spotless Iberia Laundry Care Product Market Performance
- 9.23.4 Spotless Iberia Business Overview
- 9.23.5 Spotless Iberia Recent Developments

## 9.24 Tesco

- 9.24.1 Tesco Laundry Care Basic Information
- 9.24.2 Tesco Laundry Care Product Overview
- 9.24.3 Tesco Laundry Care Product Market Performance
- 9.24.4 Tesco Business Overview
- 9.24.5 Tesco Recent Developments

## **10 LAUNDRY CARE MARKET FORECAST BY REGION**

### 10.1 Global Laundry Care Market Size Forecast

### 10.2 Global Laundry Care Market Forecast by Region

- 10.2.1 North America Market Size Forecast by Country
- 10.2.2 Europe Laundry Care Market Size Forecast by Country
- 10.2.3 Asia Pacific Laundry Care Market Size Forecast by Region
- 10.2.4 South America Laundry Care Market Size Forecast by Country
- 10.2.5 Middle East and Africa Forecasted Consumption of Laundry Care by Country

## **11 FORECAST MARKET BY TYPE AND BY APPLICATION (2022-2028)**

### 11.1 Global Laundry Care Market Forecast by Type (2022-2028)

- 11.1.1 Global Forecasted Sales of Laundry Care by Type (2022-2028)



- 11.1.2 Global Laundry Care Market Size Forecast by Type (2022-2028)
- 11.1.3 Global Forecasted Price of Laundry Care by Type (2022-2028)
- 11.2 Global Laundry Care Market Forecast by Application (2022-2028)
  - 11.2.1 Global Laundry Care Sales (K Units) Forecast by Application
  - 11.2.2 Global Laundry Care Market Size (M USD) Forecast by Application (2022-2028)

## **12 CONCLUSION AND KEY FINDINGS**

### **LIST OF TABLES**

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. Laundry Care Market Size (M USD) Comparison by Region (M USD)
- Table 5. Global Laundry Care Sales (K Units) by Manufacturers (2017-2022)
- Table 6. Global Laundry Care Sales Market Share by Manufacturers (2017-2022)
- Table 7. Global Laundry Care Revenue (M USD) by Manufacturers (2017-2022)
- Table 8. Global Laundry Care Revenue Share by Manufacturers (2017-2022)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Laundry Care as of 2021)
- Table 10. Global Market Laundry Care Average Price (USD/Unit) of Key Manufacturers (2017-2022)
- Table 11. Manufacturers Laundry Care Sales Sites and Area Served
- Table 12. Manufacturers Laundry Care Product Type
- Table 13. Global Laundry Care Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Industry Chain Map of Laundry Care
- Table 16. Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Laundry Care Market Challenges
- Table 22. Market Restraints
- Table 23. Global Laundry Care Sales by Type (K Units)
- Table 24. Global Laundry Care Market Size by Type (M USD)
- Table 25. Global Laundry Care Sales (K Units) by Type (2017-2022)
- Table 26. Global Laundry Care Sales Market Share by Type (2017-2022)
- Table 27. Global Laundry Care Market Size (M USD) by Type (2017-2022)
- Table 28. Global Laundry Care Market Size Share by Type (2017-2022)
- Table 29. Global Laundry Care Price (USD/Unit) by Type (2017-2022)

- Table 30. Global Laundry Care Sales (K Units) by Application
- Table 31. Global Laundry Care Market Size by Application
- Table 32. Global Laundry Care Sales by Application (2017-2022) & (K Units)
- Table 33. Global Laundry Care Sales Market Share by Application (2017-2022)
- Table 34. Global Laundry Care Sales by Application (2017-2022) & (M USD)
- Table 35. Global Laundry Care Market Share by Application (2017-2022)
- Table 36. Global Laundry Care Sales Growth Rate by Application (2017-2022)
- Table 37. Global Laundry Care Sales by Region (2017-2022) & (K Units)
- Table 38. Global Laundry Care Sales Market Share by Region (2017-2022)
- Table 39. North America Laundry Care Sales by Country (2017-2022) & (K Units)
- Table 40. Europe Laundry Care Sales by Country (2017-2022) & (K Units)
- Table 41. Asia Pacific Laundry Care Sales by Region (2017-2022) & (K Units)
- Table 42. South America Laundry Care Sales by Country (2017-2022) & (K Units)
- Table 43. Middle East and Africa Laundry Care Sales by Region (2017-2022) & (K Units)
- Table 44. Church and Dwight Laundry Care Basic Information
- Table 45. Church and Dwight Laundry Care Product Overview
- Table 46. Church and Dwight Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 47. Church and Dwight Business Overview
- Table 48. Church and Dwight Laundry Care SWOT Analysis
- Table 49. Church and Dwight Recent Developments
- Table 50. Henkel Laundry Care Basic Information
- Table 51. Henkel Laundry Care Product Overview
- Table 52. Henkel Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 53. Henkel Business Overview
- Table 54. Henkel Laundry Care SWOT Analysis
- Table 55. Henkel Recent Developments
- Table 56. Procter and Gamble Laundry Care Basic Information
- Table 57. Procter and Gamble Laundry Care Product Overview
- Table 58. Procter and Gamble Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 59. Procter and Gamble Business Overview
- Table 60. Procter and Gamble Laundry Care SWOT Analysis
- Table 61. Procter and Gamble Recent Developments
- Table 62. The Clorox Laundry Care Basic Information
- Table 63. The Clorox Laundry Care Product Overview
- Table 64. The Clorox Laundry Care Sales (K Units), Market Size (M USD), Price



- (USD/Unit) and Gross Margin (2017-2022)
- Table 65. The Clorox Business Overview
- Table 66. The Clorox Laundry Care SWOT Analysis
- Table 67. The Clorox Recent Developments
- Table 68. Unilever Laundry Care Basic Information
- Table 69. Unilever Laundry Care Product Overview
- Table 70. Unilever Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 71. Unilever Business Overview
- Table 72. Unilever Laundry Care SWOT Analysis
- Table 73. Unilever Recent Developments
- Table 74. Bombril Laundry Care Basic Information
- Table 75. Bombril Laundry Care Product Overview
- Table 76. Bombril Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 77. Bombril Business Overview
- Table 78. Bombril Recent Developments
- Table 79. Colgate Laundry Care Basic Information
- Table 80. Colgate Laundry Care Product Overview
- Table 81. Colgate Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 82. Colgate Business Overview
- Table 83. Colgate Recent Developments
- Table 84. SC Johnson and Son Inc Laundry Care Basic Information
- Table 85. SC Johnson and Son Inc Laundry Care Product Overview
- Table 86. SC Johnson and Son Inc Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 87. SC Johnson and Son Inc Business Overview
- Table 88. SC Johnson and Son Inc Recent Developments
- Table 89. Goodmaid Chemicals Laundry Care Basic Information
- Table 90. Goodmaid Chemicals Laundry Care Product Overview
- Table 91. Goodmaid Chemicals Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 92. Goodmaid Chemicals Business Overview
- Table 93. Goodmaid Chemicals Recent Developments
- Table 94. Jyothy Laboratories Laundry Care Basic Information
- Table 95. Jyothy Laboratories Laundry Care Product Overview
- Table 96. Jyothy Laboratories Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 97. Jyothy Laboratories Business Overview

Table 98. Jyothy Laboratories Recent Developments

Table 99. Kao Group Laundry Care Basic Information

Table 100. Kao Group Laundry Care Product Overview

Table 101. Kao Group Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 102. Kao Group Business Overview

Table 103. Kao Group Recent Developments

Table 104. LG Household and Healthcare Laundry Care Basic Information

Table 105. LG Household and Healthcare Laundry Care Product Overview

Table 106. LG Household and Healthcare Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 107. LG Household and Healthcare Business Overview

Table 108. LG Household and Healthcare Recent Developments

Table 109. Lion Laundry Care Basic Information

Table 110. Lion Laundry Care Product Overview

Table 111. Lion Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 112. Lion Business Overview

Table 113. Lion Recent Developments

Table 114. McBride Laundry Care Basic Information

Table 115. McBride Laundry Care Product Overview

Table 116. McBride Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 117. McBride Business Overview

Table 118. McBride Recent Developments

Table 119. Method Products Laundry Care Basic Information

Table 120. Method Products Laundry Care Product Overview

Table 121. Method Products Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 122. Method Products Business Overview

Table 123. Method Products Recent Developments

Table 124. Nirma Laundry Care Basic Information

Table 125. Nirma Laundry Care Product Overview

Table 126. Nirma Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 127. Nirma Business Overview

Table 128. Nirma Recent Developments

- Table 129. Phoenix Brands Laundry Care Basic Information
- Table 130. Phoenix Brands Laundry Care Product Overview
- Table 131. Phoenix Brands Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 132. Phoenix Brands Business Overview
- Table 133. Phoenix Brands Recent Developments
- Table 134. PZ Cussons Laundry Care Basic Information
- Table 135. PZ Cussons Laundry Care Product Overview
- Table 136. PZ Cussons Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 137. PZ Cussons Business Overview
- Table 138. PZ Cussons Recent Developments
- Table 139. Reckitt Benckiser Laundry Care Basic Information
- Table 140. Reckitt Benckiser Laundry Care Product Overview
- Table 141. Reckitt Benckiser Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 142. Reckitt Benckiser Business Overview
- Table 143. Reckitt Benckiser Recent Developments
- Table 144. Rohit Surfactants Laundry Care Basic Information
- Table 145. Rohit Surfactants Laundry Care Product Overview
- Table 146. Rohit Surfactants Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 147. Rohit Surfactants Business Overview
- Table 148. Rohit Surfactants Recent Developments
- Table 149. Safeway Laundry Care Basic Information
- Table 150. Safeway Laundry Care Product Overview
- Table 151. Safeway Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 152. Safeway Business Overview
- Table 153. Safeway Recent Developments
- Table 154. Seventh Generation Laundry Care Basic Information
- Table 155. Seventh Generation Laundry Care Product Overview
- Table 156. Seventh Generation Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 157. Seventh Generation Business Overview
- Table 158. Seventh Generation Recent Developments
- Table 159. Spotless Iberia Laundry Care Basic Information
- Table 160. Spotless Iberia Laundry Care Product Overview
- Table 161. Spotless Iberia Laundry Care Sales (K Units), Market Size (M USD), Price

(USD/Unit) and Gross Margin (2017-2022)

Table 162. Spotless Iberia Business Overview

Table 163. Spotless Iberia Recent Developments

Table 164. Tesco Laundry Care Basic Information

Table 165. Tesco Laundry Care Product Overview

Table 166. Tesco Laundry Care Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 167. Tesco Business Overview

Table 168. Tesco Recent Developments

Table 169. Global Laundry Care Sales Forecast by Region (K Units)

Table 170. Global Laundry Care Market Size Forecast by Region (M USD)

Table 171. North America Laundry Care Sales Forecast by Country (2022-2028) & (K Units)

Table 172. North America Laundry Care Market Size Forecast by Country (2022-2028) & (M USD)

Table 173. Europe Laundry Care Sales Forecast by Country (2022-2028) & (K Units)

Table 174. Europe Laundry Care Market Size Forecast by Country (2022-2028) & (M USD)

Table 175. Asia Pacific Laundry Care Sales Forecast by Region (2022-2028) & (K Units)

Table 176. Asia Pacific Laundry Care Market Size Forecast by Region (2022-2028) & (M USD)

Table 177. South America Laundry Care Sales Forecast by Country (2022-2028) & (K Units)

Table 178. South America Laundry Care Market Size Forecast by Country (2022-2028) & (M USD)

Table 179. Middle East and Africa Laundry Care Consumption Forecast by Country (2022-2028) & (Units)

Table 180. Middle East and Africa Laundry Care Market Size Forecast by Country (2022-2028) & (M USD)

Table 181. Global Laundry Care Sales Forecast by Type (2022-2028) & (K Units)

Table 182. Global Laundry Care Market Size Forecast by Type (2022-2028) & (M USD)

Table 183. Global Laundry Care Price Forecast by Type (2022-2028) & (USD/Unit)

Table 184. Global Laundry Care Sales (K Units) Forecast by Application (2022-2028)

Table 185. Global Laundry Care Market Size Forecast by Application (2022-2028) & (M USD)

## LIST OF FIGURES

Figure 1. Product Picture of Laundry Care

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Laundry Care Market Size (M USD), 2017-2028

Figure 5. Global Laundry Care Market Size (M USD) (2017-2028)

Figure 6. Global Laundry Care Sales (K Units) & (2017-2028)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 9. Evaluation Matrix of Regional Market Development Potential

Figure 10. Laundry Care Market Size (M USD) by Country (M USD)

Figure 11. Laundry Care Sales Share by Manufacturers in 2020

Figure 12. Global Laundry Care Revenue Share by Manufacturers in 2020

Figure 13. Laundry Care Market Share by Company Type (Tier 1, Tier 2 and Tier 3):  
2017 VS 2021

Figure 14. Global Market Laundry Care Average Price (USD/Unit) of Key Manufacturers  
in 2020

Figure 15. The Global 5 and 10 Largest Players: Market Share by Laundry Care  
Revenue in 2021

Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 17. Global Laundry Care Market Share by Type

Figure 18. Sales Market Share of Laundry Care by Type (2017-2022)

Figure 19. Sales Market Share of Laundry Care by Type in 2021

Figure 20. Market Size Share of Laundry Care by Type (2017-2022)

Figure 21. Market Size Market Share of Laundry Care by Type in 2020

Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 23. Global Laundry Care Market Share by Application

Figure 24. Global Laundry Care Sales Market Share by Application (2017-2022)

Figure 25. Global Laundry Care Sales Market Share by Application in 2021

Figure 26. Global Laundry Care Market Share by Application (2017-2022)

Figure 27. Global Laundry Care Market Share by Application in 2020

Figure 28. Global Laundry Care Sales Growth Rate by Application (2017-2022)

Figure 29. Global Laundry Care Sales Market Share by Region (2017-2022)

Figure 30. North America Laundry Care Sales and Growth Rate (2017-2022) & (K Units)

Figure 31. North America Laundry Care Sales Market Share by Country in 2020

Figure 32. U.S. Laundry Care Sales and Growth Rate (2017-2022) & (K Units)

Figure 33. Canada Laundry Care Sales (K Units) and Growth Rate (2017-2022)

Figure 34. Mexico Laundry Care Sales (Units) and Growth Rate (2017-2022)

Figure 35. Europe Laundry Care Sales and Growth Rate (2017-2022) & (K Units)

Figure 36. Europe Laundry Care Sales Market Share by Country in 2020

Figure 37. Germany Laundry Care Sales and Growth Rate (2017-2022) & (K Units)

Figure 38. France Laundry Care Sales and Growth Rate (2017-2022) & (K Units)



- Figure 39. U.K. Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 40. Italy Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 41. Russia Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 42. Asia Pacific Laundry Care Sales and Growth Rate (K Units)
- Figure 43. Asia Pacific Laundry Care Sales Market Share by Region in 2020
- Figure 44. China Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 45. Japan Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 46. South Korea Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 47. India Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 48. Southeast Asia Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 49. South America Laundry Care Sales and Growth Rate (K Units)
- Figure 50. South America Laundry Care Sales Market Share by Country in 2020
- Figure 51. Brazil Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 52. Argentina Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 53. Columbia Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 54. Middle East and Africa Laundry Care Sales and Growth Rate (K Units)
- Figure 55. Middle East and Africa Laundry Care Sales Market Share by Region in 2020
- Figure 56. Saudi Arabia Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 57. UAE Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 58. Egypt Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 59. Nigeria Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 60. South Africa Laundry Care Sales and Growth Rate (2017-2022) & (K Units)
- Figure 61. Global Laundry Care Sales Forecast by Volume (2017-2028) & (K Units)
- Figure 62. Global Laundry Care Market Size Forecast by Value (2017-2028) & (M USD)
- Figure 63. Global Laundry Care Sales Market Share Forecast by Type (2022-2028)
- Figure 64. Global Laundry Care Market Share Forecast by Type (2022-2028)
- Figure 65. Global Laundry Care Sales Forecast by Application (2022-2028)
- Figure 66. Global Laundry Care Market Share Forecast by Application (2022-2028)

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