

Global Laundry Detergent Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Laundry detergent is a type of detergent (For cleaning, softening and color protection) that is added for cleaning laundry, commonly mixtures of chemical compounds. Laundry detergent can be divided into laundry powder, liquid laundry detergent and Softener. Linear alkyl benzene acid sulfur (LABSA), sodium hydroxide are the main raw materials. Manufacturing companies purchase materials from the large-sized raw materials manufacturers and distributors.

The global Laundry Detergent market size is projected to reach US\$ 58637.88 Million by 2028, from US\$ 43274.04 million in 2021, at a CAGR of 4.24% during 2022-2028. Rising consumer hygiene awareness is the key driver for the development of the laundry detergent market force. The global laundry detergent industry is witnessing tremendous growth mainly due to rising concerns regarding people's health and hygienic living. Individuals' growing concern for personal hygiene and sanitation is leading to an increased adoption of healthy habits. This helps increase the use of household cleaning products such as laundry detergent. Growing emphasis on health and safety is driving the demand for laundry products that ward off germs and illnesses, effectively kill germs, and clean clothes effortlessly. Rapidly expanding home care industry is one of the factors driving the demand for cleaning products.

Growing demand from industrial and commercial sectors is also driving the growth of the market size. Growth in the hospitality industry, rising franchising opportunities, rising internet penetration, faster economic development, lifestyles of busy people, and technological developments in the laundry industry are expected to drive the market.

The increasing popularity of automatic washing machines has become another important driving force for the development of the laundry detergent market. Fully automatic washing machines are expected to expand rapidly over the forecast period owing to ease of operation and less human intervention needed to operate the equipment. A fully automatic washing machine is equipped with a motor that has the ability to wash and spin on its own without any human intervention. Liquid detergent is best for fully automatic washing machines because of its smoothness and ability to work on colored loads. They are an ideal solution for hot and cold water as they dissolve easily. Compared to powders, they are easily soluble in water and do not become airborne as powdered detergents. They don't leave a white residue that sticks to clothes. Liquid laundry detergent dissolves easily in cold water when used in a washing machine, thereby providing effective cleaning with less energy consumption.

Furthermore, increasing urbanization, marketing activities of market players, development of e-commerce platforms, adoption and growing popularity of natural or organic laundry detergent will play an important role in the expansion of the laundry detergent market size.

There are quite a few important trends in the market. For example, detergents are being concentrated. Concentrated laundry detergent has brought optimization and improvement to both supply and demand. For the supply side, during the production and transportation of concentrated laundry detergent, energy consumption is reduced, storage space, packaging and logistics costs are reduced, cost savings are achieved while the unit price is increased, and the goal of more environmentally friendly and sustainable development has been achieved. On the demand side, consumers use concentrated laundry detergent to achieve cleaner, more efficient, faster and more water-saving washing effects.

Impact of COVID-19: The outbreak of the COVID-19 pandemic has led to a global lockdown thus halting the production of laundry detergent and disrupting the supply chain. This has hindered the development of the laundry detergent industry, but insignificantly. People have been forced to stay at home due to the strict lockdown measures imposed by the government to curb the spread of the virus. In addition, the government has banned travel, causing heavy losses to the hotel industry. This has resulted in the loss of hotels, institutions, and other commercial spaces that offer laundry cleaning services. However, growing concern and awareness of cleanliness and hygiene is boosting the demand for detergents and contributing to the growth of the laundry detergent market. The pandemic has not had a severe impact on the laundry detergent market, as people are becoming more conscious about cleanliness and

hygiene due to the rapid spread of the COVID-19 virus.

Laundry detergent is a type of detergent (cleaning agent) used for cleaning dirty laundry (clothes). Laundry detergent is manufactured in powder (washing powder) and liquid form.

In 2021, Liquid Detergent dominates the entire Laundry detergent market and has already occupied 71.80% of the market share, correspondingly, the market share of Powder Detergent is 28.20%. Some powders will not dissolve in cold water, especially in high-efficiency washing machines. Whereas liquid detergents work well in cold, dry and hot water. In addition, liquid detergents are easy to use and generate less waste when used, which may create opportunities for the market. For these reasons, the Liquid Detergent market size will achieve a higher CAGR of 5.58% during the forecast period.

From the perspective of application scenarios, Laundry detergent can be divided into two departments: Home Use and Commercial Use. Among them, the Home Use sector contributed the most revenue and has already occupied 78.72% of the market share in 2021. The growth of the hotel industry and the development of the tourism industry are both contributing to the growth of the market size of the Commercial Use segment. And almost all households have demand for laundry detergent, which makes the Home Use segment occupy the most important market share.

On basis of geography, the Laundry Detergent market is segmented into North America, Europe, Asia-Pacific, South America, Middle East and Africa, etc. The broad growth of the Laundry Detergent market in Asia-Pacific is mainly driven by Asian countries such as India, Japan, and Australia. It is driven by factors such as the large number of people who use laundry detergent in daily life. Apart from this, Asia Pacific has a huge laundry detergent market owing to the growing population in the region coupled with rising disposable income of consumers. In 2021, the market size of the Asia-Pacific region will account for 40.58% of the global market, and will achieve the fastest growth in market size relative to other regions during the forecast period.

At present, the concentration degree of the global Liquid Detergent market is average, and the whole market is still in the midst of fierce competition. According to our calculations, in 2021, the indicators CR5 and HHI used to measure market concentration will be 61.36% and 10.44% respectively, slightly higher than the level in 2020, and will continue to grow in 2022. Marketing activities of major market players are on the rise. Manufacturers in the industry are stepping up spending on promotion and

advertising to broaden product knowledge among new target audiences, mainly the middle class. Meanwhile, start-ups and established players operating in the global laundry detergent market are doing their best to supply laundry detergent during the shutdown. For example, consumer-based company Unilever announced in April 2021 that they partnered with LanzaTech and the Indian Glycol Corporation to produce a surfactant made from industrial carbon emissions instead of fossil fuels. This innovative shift to production utilizing biotechnology has configured the supply chain between all partners. Key players in the market include Procter & Gamble, Unilever, Henkel, Kao Corporation, Liby, Nice Group Co., Ltd, Church & Dwight Co., Inc, Blue Moon, Lion, Reckitt Benckiser, The Clorox Company, Amway, Shanghai Hutchison White Cat Co. Ltd, Lonkey, Lam Soon, Norwex.

This report provides a deep insight into the global Laundry Detergent 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, 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 Detergent 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 Detergent market in any manner.

Global Laundry Detergent 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

Procter & Gamble

Unilever

Henkel

Kao Corporation

Liby

Nice Group Co., Ltd

Church & Dwight Co., Inc

Blue Moon

Lion

Reckitt Benckiser

The Clorox Company

Amway

Shanghai Hutchison White Cat Co. Ltd

Lonkey

Lam Soon

Norwex

Market Segmentation (by Type)

Powder Detergent

Liquid Detergent

Market Segmentation (by Application)

Home Use

Commercial Use

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 Detergent Market

Overview of the regional outlook of the Laundry Detergent 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.

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 Detergent 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.

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