

# Global Textile Softener Market Research Report 2025(Status and Outlook)

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## Abstracts

Textile softeners are chemical agents used during the laundering process to enhance the softness, feel, and overall quality of fabrics. These products work by coating the fibers with lubricants, reducing friction and static, and making the fabric smoother to the touch. Textile softeners are commonly used in both household and industrial laundry applications to improve the comfort and longevity of clothing, linens, and other textiles. They can also impart a pleasant fragrance and reduce wrinkling, making fabrics easier to iron. With advancements in formulations, many modern textile softeners are designed to be more environmentally friendly, addressing concerns about sustainability and the impact on sensitive skin.

The global Textile Softener market size was estimated at USD 10970.0 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 0.03% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Textile Softener 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 Textile

Softener 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 Textile Softener market.

### **Global Textile Softener 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**

P&G  
Unilever  
Church & Dwight  
Colgate  
Henkel  
S. C. Johnson  
Werner & Mertz  
Sodalis Group  
KAO  
Lion  
Mitsuei  
Pigeon  
AIE

Blue Moon  
Lvsan  
Liby  
Yipinjing

### **Market Segmentation (by Type)**

Liquid Type  
Dryer Sheets  
Dryer Balls

### **Market Segmentation (by Application)**

Clothing  
Home Textile

### **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 Textile Softener Market

Overview of the regional outlook of the Textile Softener 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 Textile Softener 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 Textile Softener, 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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## Contents

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

#### 1.1 Market Definition and Statistical Scope of Textile Softener

#### 1.2 Key Market Segments

##### 1.2.1 Textile Softener Segment by Type

##### 1.2.2 Textile Softener 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 TEXTILE SOFTENER MARKET OVERVIEW**

#### 2.1 Global Market Overview

##### 2.1.1 Global Textile Softener Market Size (M USD) Estimates and Forecasts (2020-2033)

##### 2.1.2 Global Textile Softener Sales Estimates and Forecasts (2020-2033)

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

### **3 TEXTILE SOFTENER MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Company Assessment Quadrant

#### 3.2 Global Textile Softener Product Life Cycle

#### 3.3 Global Textile Softener Sales by Manufacturers (2020-2025)

#### 3.4 Global Textile Softener Revenue Market Share by Manufacturers (2020-2025)

#### 3.5 Textile Softener Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.6 Global Textile Softener Average Price by Manufacturers (2020-2025)

#### 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

#### 3.8 Textile Softener Market Competitive Situation and Trends

##### 3.8.1 Textile Softener Market Concentration Rate

##### 3.8.2 Global 5 and 10 Largest Textile Softener Players Market Share by Revenue

##### 3.8.3 Mergers & Acquisitions, Expansion

### **4 TEXTILE SOFTENER INDUSTRY CHAIN ANALYSIS**

- 4.1 Textile Softener Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF TEXTILE SOFTENER MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global Textile Softener Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 U.S. Tariff Policy ? April 2025
  - 5.6.3 Global Trade Frictions and Their Impacts to Textile Softener Market
- 5.7 ESG Ratings of Leading Companies

## **6 TEXTILE SOFTENER MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Textile Softener Sales Market Share by Type (2020-2025)
- 6.3 Global Textile Softener Market Size Market Share by Type (2020-2025)
- 6.4 Global Textile Softener Price by Type (2020-2025)

## **7 TEXTILE SOFTENER MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Textile Softener Market Sales by Application (2020-2025)
- 7.3 Global Textile Softener Market Size (M USD) by Application (2020-2025)

## 7.4 Global Textile Softener Sales Growth Rate by Application (2020-2025)

# 8 TEXTILE SOFTENER MARKET SALES BY REGION

## 8.1 Global Textile Softener Sales by Region

### 8.1.1 Global Textile Softener Sales by Region

### 8.1.2 Global Textile Softener Sales Market Share by Region

## 8.2 Global Textile Softener Market Size by Region

### 8.2.1 Global Textile Softener Market Size by Region

### 8.2.2 Global Textile Softener Market Size Market Share by Region

## 8.3 North America

### 8.3.1 North America Textile Softener Sales by Country

### 8.3.2 North America Textile Softener Market Size by Country

### 8.3.3 U.S. Market Overview

### 8.3.4 Canada Market Overview

### 8.3.5 Mexico Market Overview

## 8.4 Europe

### 8.4.1 Europe Textile Softener Sales by Country

### 8.4.2 Europe Textile Softener Market Size by Country

### 8.4.3 Germany Market Overview

### 8.4.4 France Market Overview

### 8.4.5 U.K. Market Overview

### 8.4.6 Italy Market Overview

### 8.4.7 Spain Market Overview

## 8.5 Asia Pacific

### 8.5.1 Asia Pacific Textile Softener Sales by Region

### 8.5.2 Asia Pacific Textile Softener Market Size by Region

### 8.5.3 China Market Overview

### 8.5.4 Japan Market Overview

### 8.5.5 South Korea Market Overview

### 8.5.6 India Market Overview

### 8.5.7 Southeast Asia Market Overview

## 8.6 South America

### 8.6.1 South America Textile Softener Sales by Country

### 8.6.2 South America Textile Softener Market Size by Country

### 8.6.3 Brazil Market Overview

### 8.6.4 Argentina Market Overview

### 8.6.5 Columbia Market Overview

## 8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Textile Softener Sales by Region
- 8.7.2 Middle East and Africa Textile Softener Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

## **9 TEXTILE SOFTENER MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Textile Softener by Region(2020-2025)
- 9.2 Global Textile Softener Revenue Market Share by Region (2020-2025)
- 9.3 Global Textile Softener Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Textile Softener Production
  - 9.4.1 North America Textile Softener Production Growth Rate (2020-2025)
  - 9.4.2 North America Textile Softener Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Textile Softener Production
  - 9.5.1 Europe Textile Softener Production Growth Rate (2020-2025)
  - 9.5.2 Europe Textile Softener Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Textile Softener Production (2020-2025)
  - 9.6.1 Japan Textile Softener Production Growth Rate (2020-2025)
  - 9.6.2 Japan Textile Softener Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Textile Softener Production (2020-2025)
  - 9.7.1 China Textile Softener Production Growth Rate (2020-2025)
  - 9.7.2 China Textile Softener Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

- 10.1 PandG
  - 10.1.1 PandG Basic Information
  - 10.1.2 PandG Textile Softener Product Overview
  - 10.1.3 PandG Textile Softener Product Market Performance
  - 10.1.4 PandG Business Overview
  - 10.1.5 PandG SWOT Analysis
  - 10.1.6 PandG Recent Developments

## 10.2 Unilever

- 10.2.1 Unilever Basic Information
- 10.2.2 Unilever Textile Softener Product Overview
- 10.2.3 Unilever Textile Softener Product Market Performance
- 10.2.4 Unilever Business Overview
- 10.2.5 Unilever SWOT Analysis
- 10.2.6 Unilever Recent Developments

## 10.3 Church and Dwight

- 10.3.1 Church and Dwight Basic Information
- 10.3.2 Church and Dwight Textile Softener Product Overview
- 10.3.3 Church and Dwight Textile Softener Product Market Performance
- 10.3.4 Church and Dwight Business Overview
- 10.3.5 Church and Dwight SWOT Analysis
- 10.3.6 Church and Dwight Recent Developments

## 10.4 Colgate

- 10.4.1 Colgate Basic Information
- 10.4.2 Colgate Textile Softener Product Overview
- 10.4.3 Colgate Textile Softener Product Market Performance
- 10.4.4 Colgate Business Overview
- 10.4.5 Colgate Recent Developments

## 10.5 Henkel

- 10.5.1 Henkel Basic Information
- 10.5.2 Henkel Textile Softener Product Overview
- 10.5.3 Henkel Textile Softener Product Market Performance
- 10.5.4 Henkel Business Overview
- 10.5.5 Henkel Recent Developments

## 10.6 S. C. Johnson

- 10.6.1 S. C. Johnson Basic Information
- 10.6.2 S. C. Johnson Textile Softener Product Overview
- 10.6.3 S. C. Johnson Textile Softener Product Market Performance
- 10.6.4 S. C. Johnson Business Overview
- 10.6.5 S. C. Johnson Recent Developments

## 10.7 Werner and Mertz

- 10.7.1 Werner and Mertz Basic Information
- 10.7.2 Werner and Mertz Textile Softener Product Overview
- 10.7.3 Werner and Mertz Textile Softener Product Market Performance
- 10.7.4 Werner and Mertz Business Overview
- 10.7.5 Werner and Mertz Recent Developments

## 10.8 Sodalís Group

- 10.8.1 Sodalis Group Basic Information
- 10.8.2 Sodalis Group Textile Softener Product Overview
- 10.8.3 Sodalis Group Textile Softener Product Market Performance
- 10.8.4 Sodalis Group Business Overview
- 10.8.5 Sodalis Group Recent Developments
- 10.9 KAO
  - 10.9.1 KAO Basic Information
  - 10.9.2 KAO Textile Softener Product Overview
  - 10.9.3 KAO Textile Softener Product Market Performance
  - 10.9.4 KAO Business Overview
  - 10.9.5 KAO Recent Developments
- 10.10 Lion
  - 10.10.1 Lion Basic Information
  - 10.10.2 Lion Textile Softener Product Overview
  - 10.10.3 Lion Textile Softener Product Market Performance
  - 10.10.4 Lion Business Overview
  - 10.10.5 Lion Recent Developments
- 10.11 Mitsuei
  - 10.11.1 Mitsuei Basic Information
  - 10.11.2 Mitsuei Textile Softener Product Overview
  - 10.11.3 Mitsuei Textile Softener Product Market Performance
  - 10.11.4 Mitsuei Business Overview
  - 10.11.5 Mitsuei Recent Developments
- 10.12 Pigeon
  - 10.12.1 Pigeon Basic Information
  - 10.12.2 Pigeon Textile Softener Product Overview
  - 10.12.3 Pigeon Textile Softener Product Market Performance
  - 10.12.4 Pigeon Business Overview
  - 10.12.5 Pigeon Recent Developments
- 10.13 AIEn
  - 10.13.1 AIEn Basic Information
  - 10.13.2 AIEn Textile Softener Product Overview
  - 10.13.3 AIEn Textile Softener Product Market Performance
  - 10.13.4 AIEn Business Overview
  - 10.13.5 AIEn Recent Developments
- 10.14 Blue Moon
  - 10.14.1 Blue Moon Basic Information
  - 10.14.2 Blue Moon Textile Softener Product Overview
  - 10.14.3 Blue Moon Textile Softener Product Market Performance

- 10.14.4 Blue Moon Business Overview
- 10.14.5 Blue Moon Recent Developments

#### 10.15 Lvsan

- 10.15.1 Lvsan Basic Information
- 10.15.2 Lvsan Textile Softener Product Overview
- 10.15.3 Lvsan Textile Softener Product Market Performance
- 10.15.4 Lvsan Business Overview
- 10.15.5 Lvsan Recent Developments

#### 10.16 Liby

- 10.16.1 Liby Basic Information
- 10.16.2 Liby Textile Softener Product Overview
- 10.16.3 Liby Textile Softener Product Market Performance
- 10.16.4 Liby Business Overview
- 10.16.5 Liby Recent Developments

#### 10.17 Yipinjing

- 10.17.1 Yipinjing Basic Information
- 10.17.2 Yipinjing Textile Softener Product Overview
- 10.17.3 Yipinjing Textile Softener Product Market Performance
- 10.17.4 Yipinjing Business Overview
- 10.17.5 Yipinjing Recent Developments

### **11 TEXTILE SOFTENER MARKET FORECAST BY REGION**

- 11.1 Global Textile Softener Market Size Forecast
- 11.2 Global Textile Softener Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Textile Softener Market Size Forecast by Country
  - 11.2.3 Asia Pacific Textile Softener Market Size Forecast by Region
  - 11.2.4 South America Textile Softener Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Textile Softener by Country

### **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)**

- 12.1 Global Textile Softener Market Forecast by Type (2026-2033)
  - 12.1.1 Global Forecasted Sales of Textile Softener by Type (2026-2033)
  - 12.1.2 Global Textile Softener Market Size Forecast by Type (2026-2033)
  - 12.1.3 Global Forecasted Price of Textile Softener by Type (2026-2033)
- 12.2 Global Textile Softener Market Forecast by Application (2026-2033)
  - 12.2.1 Global Textile Softener Sales (K MT) Forecast by Application

### 12.2.2 Global Textile Softener Market Size (M USD) Forecast by Application (2026-2033)

## 13 CONCLUSION AND KEY FINDINGS

## List Of Tables

### 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. Textile Softener Market Size Comparison by Region (M USD)                                         |
| Table 5. Global Textile Softener Sales (K MT) by Manufacturers (2020-2025)                                 |
| Table 6. Global Textile Softener Sales Market Share by Manufacturers (2020-2025)                           |
| Table 7. Global Textile Softener Revenue (M USD) by Manufacturers (2020-2025)                              |
| Table 8. Global Textile Softener Revenue Share by Manufacturers (2020-2025)                                |
| Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Textile Softener as of 2024) |
| Table 10. Global Market Textile Softener Average Price (USD/KG) of Key Manufacturers (2020-2025)           |
| Table 11. Manufacturers? Manufacturing Sites, Areas Served                                                 |
| Table 12. Manufacturers? Product Type                                                                      |
| Table 13. Global Textile Softener Manufacturers Market Concentration Ratio (CR5 and HHI)                   |
| Table 14. Mergers & Acquisitions, Expansion Plans                                                          |
| Table 15. Market Overview of Key Raw Materials                                                             |
| Table 16. Midstream Market Analysis                                                                        |
| Table 17. Downstream Customer Analysis                                                                     |
| Table 18. Key Development Trends                                                                           |
| Table 19. Driving Factors                                                                                  |
| Table 20. Textile Softener Market Challenges                                                               |
| Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026                                       |
| Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027                                         |
| Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026                                         |
| Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries               |
| Table 25. Global Textile Softener Sales by Type (K MT)                                                     |
| Table 26. Global Textile Softener Market Size by Type (M USD)                                              |
| Table 27. Global Textile Softener Sales (K MT) by Type (2020-2025)                                         |
| Table 28. Global Textile Softener Sales Market Share by Type (2020-2025)                                   |
| Table 29. Global Textile Softener Market Size (M USD) by Type (2020-2025)                                  |
| Table 30. Global Textile Softener Market Size Share by Type (2020-2025)                                    |
| Table 31. Global Textile Softener Price (USD/KG) by Type (2020-2025)                                       |

|                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------|
| Table 32. Global Textile Softener Sales (K MT) by Application                                                                   |
| Table 33. Global Textile Softener Market Size by Application                                                                    |
| Table 34. Global Textile Softener Sales by Application (2020-2025) & (K MT)                                                     |
| Table 35. Global Textile Softener Sales Market Share by Application (2020-2025)                                                 |
| Table 36. Global Textile Softener Market Size by Application (2020-2025) & (M USD)                                              |
| Table 37. Global Textile Softener Market Share by Application (2020-2025)                                                       |
| Table 38. Global Textile Softener Sales Growth Rate by Application (2020-2025)                                                  |
| Table 39. Global Textile Softener Sales by Region (2020-2025) & (K MT)                                                          |
| Table 40. Global Textile Softener Sales Market Share by Region (2020-2025)                                                      |
| Table 41. Global Textile Softener Market Size by Region (2020-2025) & (M USD)                                                   |
| Table 42. Global Textile Softener Market Size Market Share by Region (2020-2025)                                                |
| Table 43. North America Textile Softener Sales by Country (2020-2025) & (K MT)                                                  |
| Table 44. North America Textile Softener Market Size by Country (2020-2025) & (M USD)                                           |
| Table 45. Europe Textile Softener Sales by Country (2020-2025) & (K MT)                                                         |
| Table 46. Europe Textile Softener Market Size by Country (2020-2025) & (M USD)                                                  |
| Table 47. Asia Pacific Textile Softener Sales by Region (2020-2025) & (K MT)                                                    |
| Table 48. Asia Pacific Textile Softener Market Size by Region (2020-2025) & (M USD)                                             |
| Table 49. South America Textile Softener Sales by Country (2020-2025) & (K MT)                                                  |
| Table 50. South America Textile Softener Market Size by Country (2020-2025) & (M USD)                                           |
| Table 51. Middle East and Africa Textile Softener Sales by Region (2020-2025) & (K MT)                                          |
| Table 52. Middle East and Africa Textile Softener Market Size by Region (2020-2025) & (M USD)                                   |
| Table 53. Global Textile Softener Production (K MT) by Region(2020-2025)                                                        |
| Table 54. Global Textile Softener Revenue (US\$ Million) by Region (2020-2025)                                                  |
| Table 55. Global Textile Softener Revenue Market Share by Region (2020-2025)                                                    |
| Table 56. Global Textile Softener Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)        |
| Table 57. North America Textile Softener Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025) |
| Table 58. Europe Textile Softener Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)        |
| Table 59. Japan Textile Softener Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)         |
| Table 60. China Textile Softener Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)         |
| Table 61. PandG Basic Information                                                                                               |

|                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------|
| Table 62. PandG Textile Softener Product Overview                                                                       |
| Table 63. PandG Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)             |
| Table 64. PandG Business Overview                                                                                       |
| Table 65. PandG SWOT Analysis                                                                                           |
| Table 66. PandG Recent Developments                                                                                     |
| Table 67. Unilever Basic Information                                                                                    |
| Table 68. Unilever Textile Softener Product Overview                                                                    |
| Table 69. Unilever Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)          |
| Table 70. Unilever Business Overview                                                                                    |
| Table 71. Unilever SWOT Analysis                                                                                        |
| Table 72. Unilever Recent Developments                                                                                  |
| Table 73. Church and Dwight Basic Information                                                                           |
| Table 74. Church and Dwight Textile Softener Product Overview                                                           |
| Table 75. Church and Dwight Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025) |
| Table 76. Church and Dwight Business Overview                                                                           |
| Table 77. Church and Dwight SWOT Analysis                                                                               |
| Table 78. Church and Dwight Recent Developments                                                                         |
| Table 79. Colgate Basic Information                                                                                     |
| Table 80. Colgate Textile Softener Product Overview                                                                     |
| Table 81. Colgate Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)           |
| Table 82. Colgate Business Overview                                                                                     |
| Table 83. Colgate Recent Developments                                                                                   |
| Table 84. Henkel Basic Information                                                                                      |
| Table 85. Henkel Textile Softener Product Overview                                                                      |
| Table 86. Henkel Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)            |
| Table 87. Henkel Business Overview                                                                                      |
| Table 88. Henkel Recent Developments                                                                                    |
| Table 89. S. C. Johnson Basic Information                                                                               |
| Table 90. S. C. Johnson Textile Softener Product Overview                                                               |
| Table 91. S. C. Johnson Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)     |
| Table 92. S. C. Johnson Business Overview                                                                               |
| Table 93. S. C. Johnson Recent Developments                                                                             |
| Table 94. Werner and Mertz Basic Information                                                                            |

|                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------|
| Table 95. Werner and Mertz Textile Softener Product Overview                                                           |
| Table 96. Werner and Mertz Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025) |
| Table 97. Werner and Mertz Business Overview                                                                           |
| Table 98. Werner and Mertz Recent Developments                                                                         |
| Table 99. Sodalis Group Basic Information                                                                              |
| Table 100. Sodalis Group Textile Softener Product Overview                                                             |
| Table 101. Sodalis Group Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)   |
| Table 102. Sodalis Group Business Overview                                                                             |
| Table 103. Sodalis Group Recent Developments                                                                           |
| Table 104. KAO Basic Information                                                                                       |
| Table 105. KAO Textile Softener Product Overview                                                                       |
| Table 106. KAO Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)             |
| Table 107. KAO Business Overview                                                                                       |
| Table 108. KAO Recent Developments                                                                                     |
| Table 109. Lion Basic Information                                                                                      |
| Table 110. Lion Textile Softener Product Overview                                                                      |
| Table 111. Lion Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)            |
| Table 112. Lion Business Overview                                                                                      |
| Table 113. Lion Recent Developments                                                                                    |
| Table 114. Mitsuei Basic Information                                                                                   |
| Table 115. Mitsuei Textile Softener Product Overview                                                                   |
| Table 116. Mitsuei Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)         |
| Table 117. Mitsuei Business Overview                                                                                   |
| Table 118. Mitsuei Recent Developments                                                                                 |
| Table 119. Pigeon Basic Information                                                                                    |
| Table 120. Pigeon Textile Softener Product Overview                                                                    |
| Table 121. Pigeon Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)          |
| Table 122. Pigeon Business Overview                                                                                    |
| Table 123. Pigeon Recent Developments                                                                                  |
| Table 124. AIE Basic Information                                                                                       |
| Table 125. AIE Textile Softener Product Overview                                                                       |
| Table 126. AIE Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)             |

|                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------|
| Table 127. ALEn Business Overview                                                                                |
| Table 128. ALEn Recent Developments                                                                              |
| Table 129. Blue Moon Basic Information                                                                           |
| Table 130. Blue Moon Textile Softener Product Overview                                                           |
| Table 131. Blue Moon Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025) |
| Table 132. Blue Moon Business Overview                                                                           |
| Table 133. Blue Moon Recent Developments                                                                         |
| Table 134. Lvsan Basic Information                                                                               |
| Table 135. Lvsan Textile Softener Product Overview                                                               |
| Table 136. Lvsan Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)     |
| Table 137. Lvsan Business Overview                                                                               |
| Table 138. Lvsan Recent Developments                                                                             |
| Table 139. Liby Basic Information                                                                                |
| Table 140. Liby Textile Softener Product Overview                                                                |
| Table 141. Liby Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)      |
| Table 142. Liby Business Overview                                                                                |
| Table 143. Liby Recent Developments                                                                              |
| Table 144. Yipinjing Basic Information                                                                           |
| Table 145. Yipinjing Textile Softener Product Overview                                                           |
| Table 146. Yipinjing Textile Softener Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025) |
| Table 147. Yipinjing Business Overview                                                                           |
| Table 148. Yipinjing Recent Developments                                                                         |
| Table 149. Global Textile Softener Sales Forecast by Region (2026-2033) & (K MT)                                 |
| Table 150. Global Textile Softener Market Size Forecast by Region (2026-2033) & (M USD)                          |
| Table 151. North America Textile Softener Sales Forecast by Country (2026-2033) & (K MT)                         |
| Table 152. North America Textile Softener Market Size Forecast by Country (2026-2033) & (M USD)                  |
| Table 153. Europe Textile Softener Sales Forecast by Country (2026-2033) & (K MT)                                |
| Table 154. Europe Textile Softener Market Size Forecast by Country (2026-2033) & (M USD)                         |
| Table 155. Asia Pacific Textile Softener Sales Forecast by Region (2026-2033) & (K MT)                           |
| Table 156. Asia Pacific Textile Softener Market Size Forecast by Region (2026-2033) &                            |

(M USD)

Table 157. South America Textile Softener Sales Forecast by Country (2026-2033) & (K MT)

Table 158. South America Textile Softener Market Size Forecast by Country (2026-2033) & (M USD)

Table 159. Middle East and Africa Textile Softener Sales Forecast by Country (2026-2033) & (Units)

Table 160. Middle East and Africa Textile Softener Market Size Forecast by Country (2026-2033) & (M USD)

Table 161. Global Textile Softener Sales Forecast by Type (2026-2033) & (K MT)

Table 162. Global Textile Softener Market Size Forecast by Type (2026-2033) & (M USD)

Table 163. Global Textile Softener Price Forecast by Type (2026-2033) & (USD/KG)

Table 164. Global Textile Softener Sales (K MT) Forecast by Application (2026-2033)

Table 165. Global Textile Softener Market Size Forecast by Application (2026-2033) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Textile Softener
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Textile Softener Market Size (M USD), 2024-2033
- Figure 5. Global Textile Softener Market Size (M USD) (2020-2033)
- Figure 6. Global Textile Softener Sales (K MT) & (2020-2033)
- 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. Textile Softener Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Textile Softener Product Life Cycle
- Figure 13. Textile Softener Sales Share by Manufacturers in 2024
- Figure 14. Global Textile Softener Revenue Share by Manufacturers in 2024
- Figure 15. Textile Softener Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Textile Softener Average Price (USD/KG) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Textile Softener Revenue in 2024
- Figure 18. Industry Chain Map of Textile Softener
- Figure 19. Global Textile Softener Market PEST Analysis
- Figure 20. Global Textile Softener Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Textile Softener Market Share by Type
- Figure 27. Sales Market Share of Textile Softener by Type (2020-2025)
- Figure 28. Sales Market Share of Textile Softener by Type in 2024
- Figure 29. Market Size Share of Textile Softener by Type (2020-2025)
- Figure 30. Market Size Share of Textile Softener by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Textile Softener Market Share by Application

- Figure 33. Global Textile Softener Sales Market Share by Application (2020-2025)
- Figure 34. Global Textile Softener Sales Market Share by Application in 2024
- Figure 35. Global Textile Softener Market Share by Application (2020-2025)
- Figure 36. Global Textile Softener Market Share by Application in 2024
- Figure 37. Global Textile Softener Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Textile Softener Sales Market Share by Region (2020-2025)
- Figure 39. Global Textile Softener Market Size Market Share by Region (2020-2025)
- Figure 40. North America Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 41. North America Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 42. North America Textile Softener Sales Market Share by Country in 2024
- Figure 43. North America Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Textile Softener Market Size Market Share by Country in 2024
- Figure 45. U.S. Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 46. U.S. Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Textile Softener Sales (K MT) and Growth Rate (2020-2025)
- Figure 48. Canada Textile Softener Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Textile Softener Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Textile Softener Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 52. Europe Textile Softener Sales Market Share by Country in 2024
- Figure 53. Europe Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Textile Softener Market Size Market Share by Country in 2024
- Figure 55. Germany Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 56. Germany Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 58. France Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 60. U.K. Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 62. Italy Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 64. Spain Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific Textile Softener Sales and Growth Rate (K MT)

- Figure 66. Asia Pacific Textile Softener Sales Market Share by Region in 2024
- Figure 67. Asia Pacific Textile Softener Market Size Market Share by Region in 2024
- Figure 68. China Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 69. China Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 70. Japan Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 71. Japan Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 73. South Korea Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 74. India Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 75. India Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 77. Southeast Asia Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Textile Softener Sales and Growth Rate (K MT)
- Figure 79. South America Textile Softener Sales Market Share by Country in 2024
- Figure 80. South America Textile Softener Market Size and Growth Rate (M USD)
- Figure 81. South America Textile Softener Market Size Market Share by Country in 2024
- Figure 82. Brazil Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 83. Brazil Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 85. Argentina Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 87. Columbia Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Textile Softener Sales and Growth Rate (K MT)
- Figure 89. Middle East and Africa Textile Softener Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Textile Softener Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Textile Softener Market Size Market Share by Region in 2024
- Figure 92. Saudi Arabia Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 93. Saudi Arabia Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)

- Figure 94. UAE Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 95. UAE Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 96. Egypt Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 97. Egypt Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 98. Nigeria Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 99. Nigeria Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 100. South Africa Textile Softener Sales and Growth Rate (2020-2025) & (K MT)
- Figure 101. South Africa Textile Softener Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 102. Global Textile Softener Production Market Share by Region (2020-2025)
- Figure 103. North America Textile Softener Production (K MT) Growth Rate (2020-2025)
- Figure 104. Europe Textile Softener Production (K MT) Growth Rate (2020-2025)
- Figure 105. Japan Textile Softener Production (K MT) Growth Rate (2020-2025)
- Figure 106. China Textile Softener Production (K MT) Growth Rate (2020-2025)
- Figure 107. Global Textile Softener Sales Forecast by Volume (2020-2033) & (K MT)
- Figure 108. Global Textile Softener Market Size Forecast by Value (2020-2033) & (M USD)
- Figure 109. Global Textile Softener Sales Market Share Forecast by Type (2026-2033)
- Figure 110. Global Textile Softener Market Share Forecast by Type (2026-2033)
- Figure 111. Global Textile Softener Sales Forecast by Application (2026-2033)
- Figure 112. Global Textile Softener Market Share Forecast by Application (2026-2033)

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