

Global Laundry Capsules Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Laundry Capsules market size will reach 6,643.10 Million USD in 2025 and is projected to reach 12,684.19 Million USD by 2032, with a CAGR of 9.68% (2025-2032). Notably, the China Laundry Capsules market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

The chemistry of laundry detergent capsules is the same as in liquid detergents (including alkylbenzenesulfonates). The dissolvable packets are typically made of polyvinylalcohol (PVA) or a derivative of PVA. Although the formulas are similar, a detergent pack's liquids may contain 10% water compared to 50% in liquid detergents.

The major global manufacturers of Laundry Capsules include Procter & Gamble, Henkel, Unilever, Church & Dwight, Colgate, Clorox Company, Liby, Nice Group, Whealthfields Lohmann, Lonkey, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and

generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Laundry Capsules. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Laundry Capsules market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Laundry Capsules market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Laundry Capsules industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Laundry Capsules Include:

Procter & Gamble

Henkel

Unilever

Church & Dwight

Colgate

Clorox Company

Liby

Nice Group

Whealthfields Lohmann

Lonkey

Laundry Capsules Product Segment Include:

Bio Laundry Detergent

Non-Bio Laundry Detergent

Laundry Capsules Product Application Include:

Household

Commercial

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