

Global Laundry Detergent 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 Detergent market size will reach 40,086 Million USD in 2025 and is projected to reach 53,717 Million USD by 2032, with a CAGR of 4.27% (2025-2032). Notably, the China Laundry Detergent 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

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.

The major global manufacturers of Laundry Detergent include P&G, Unilever, Henkel, Church&Dwight, Kao, Lion, Reckitt Benckiser, Clorox, Liby, Nice, Blue Moon, Pangkam, Shanghai White Cat, NaFine, Lam Soon, 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 Detergent. 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 Detergent 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 Detergent 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 Detergent 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 Detergent Include:

P&G

Unilever

Henkel

Church&Dwight

Kao

Lion

Reckitt Benckiser

Clorox

Liby

Nice

Blue Moon

Pangkam

Shanghai White Cat

NaFine

Lam Soon

Lonkey

Laundry Detergent Product Segment Include:

Powder Detergent

Liquid Detergent

Laundry Detergent Product Application Include:

Home

Commercial

Chapter Scope

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