

Global Liquid 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 Liquid Detergent market size will reach 28,360 Million USD in 2025 and is projected to reach 31,324 Million USD by 2032, with a CAGR of 1.43% (2025-2032). Notably, the China Liquid 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

Liquid detergent is a type of cleaning agent that is formulated in a liquid form for the purpose of removing dirt, stains, and grime from various surfaces and fabrics. It typically consists of a combination of surfactants, enzymes, and other additives that work together to break down and lift away dirt particles. Liquid detergent is widely used for laundry, dishwashing, and general household cleaning, offering convenience and versatility in its application. Its fluid consistency allows for easy dispensing, measuring, and mixing, making it suitable for both machine and handwashing tasks. Whether it's tackling tough stains on clothes or effectively cleansing dishes, liquid detergent provides an efficient and effective solution for maintaining cleanliness in our daily lives.

The major global manufacturers of Liquid Detergent include P&G, Unilever, Church & Dwight, Henkel, Clorox, ReckittBenckiser, Kao, Scjohnson, Lion, Colgate, Amway, Phoenix Brand, LIBY Group, Nice Group, Blue Moon, Shanghai White Cat Group, Pangkam, Nafine, Lam Soon (Hong Kong) Limited, Reward Group, Lonkey, Kaimi, Baoding Qilijia Daily Chemical, Beijing Lvsan Chemistry, Jieneng Group, Chengdu

Nymph Group, Beijing Yiqing Daily Chemical, Jielushi, 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 Liquid 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 Liquid 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 Liquid 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 Liquid 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 Liquid Detergent Include:

P&G

Unilever

Church & Dwight

Henkel

Clorox

ReckittBenckiser

Kao

Scjohnson

Lion

Colgate

Amway

Phoenix Brand

LIBY Group

Nice Group

Blue Moon

Shanghai White Cat Group

Pangkam

Nafine

Lam Soon (Hong Kong) Limited

Reward Group

Lonkey

Kaimi

Baoding Qilijia Daily Chemical

Beijing Lvsan Chemistry

Jieneng Group

Chengdu Nymph Group

Beijing Yiqing Daily Chemical

Jielushi

Liquid Detergent Product Segment Include:

Dish-washing Detergent

Laundry Detergent

Others

Liquid Detergent Product Application Include:

Tableware

Clothing

Toilet

Others

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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Chapter 3: Global Liquid Detergent Industry PESTEL Analysis

Chapter 4: Global Liquid Detergent Industry Porter's Five Forces Analysis

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