

Global Textile Softener Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Textile Softener market size will reach 12,802 Million USD in 2025 and is projected to reach 16,577 Million USD by 2032, with a CAGR of 3.76% (2025-2032). Notably, the China Textile Softener 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

Textile softeners are chemical agents used in the textile industry to impart softness, smoothness, and a luxurious feel to fabric materials. These softeners work by lubricating and coating the fibers, reducing friction between them and enhancing their flexibility and drape. Textile softeners can be applied to various types of fabrics, including natural fibers like cotton, wool, and silk, as well as synthetic fibers such as polyester and nylon. They are typically added to the final rinse during the finishing process or applied through padding, spraying, or exhaust methods. Textile softeners come in different formulations, including cationic, nonionic, and silicone-based varieties, each offering specific softening effects and compatibility with different fabric types. They are commonly used in the production of garments, bedding, towels, and other textiles to enhance comfort and improve the overall tactile experience for consumers.

The major global manufacturers of Textile Softener include P&G, Unilever, Church & Dwight, Colgate, Henkel, S. C. Johnson, Werner & Mertz, Sodalis Group, KAO, Lion, Mitsuei, Pigeon, AIEn, Blue Moon, Lvsan, Liby, Yipinjing, 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 Textile Softener. 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 Textile Softener 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 Textile Softener 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 Textile Softener 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 Textile Softener Include:

P&G

Unilever

Church & Dwight

Colgate

Henkel

S. C. Johnson

Werner & Mertz

Sodalis Group

KAO

Lion

Mitsuei

Pigeon

AIEn

Blue Moon

Lvsan

Liby

Yipinjing

Textile Softener Product Segment Include:

Liquid Type

Dryer Sheets

Dryer Balls

Textile Softener Product Application Include:

Clothing

Home Textile

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