

# Global Washing Powder Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Washing Powder market size will reach 18,274 Million USD in 2025 and is projected to reach 17,153 Million USD by 2032, with a CAGR of -0.90% (2025-2032). Notably, the China Washing Powder 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

Washing powder, also known as laundry detergent powder or laundry powder, is a type of cleaning agent specifically formulated for washing clothes in washing machines or by hand. It typically consists of a combination of surfactants, builders, enzymes, fragrance, and other additives designed to remove dirt, stains, and odors from fabrics effectively. Washing powder is available in both powdered and granulated forms and is typically added directly to the washing machine along with the laundry. It works by creating a foamy lather that lifts dirt and grime from the fabric's surface and helps to suspend it in the water to be rinsed away. Different formulations of washing powder may be suitable for various types of fabrics, water hardness levels, and washing machine types. Washing powder has become a staple household product, offering a convenient and effective solution for keeping clothes clean and fresh.

The major global manufacturers of Washing Powder include P&G, Unilever, Henkel, Liby, Kao, Nice, Church & Dwight, Lion, Clorox, NaFine, Lam Soon, Nirma, White Cat, 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 Washing Powder. 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 Washing Powder 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 Washing Powder 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 Washing Powder 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 Washing Powder Include:

P&G

Unilever

Henkel

Liby

Kao

Nice

Church & Dwight

Lion

Clorox

NaFine

Lam Soon

Nirma

White Cat

Washing Powder Product Segment Include:

Non-phosphorus

Phosphorus

Washing Powder Product Application Include:

Home Use

Commercial Use

## **Chapter Scope**

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