

Global Clothing Mist Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G1E6CD514512EN.html>

Date: July 2026

Pages: 142

Price: US\$ 3,480.00 (Single User License)

ID: G1E6CD514512EN

Abstracts

According to our (Global Info Research) latest study, the global Clothing Mist market size was valued at US\$ 2418 million in 2025 and is forecast to a readjusted size of US\$ 3493 million by 2032 with a CAGR of 5.4% during review period.

Clothing mist is a ready-to-use spray-format fabric care product applied directly to garments and soft textile surfaces such as bedding, curtains, upholstery, carpets, pet beds, sports gear, shoes and travel clothing. Typical formulations combine water, alcohol-based solvents, fragrance systems, odor-neutralizing ingredients, surfactants, preservatives, pH regulators and, in selected products, antimicrobial actives or wrinkle-relaxing agents. The primary function is to refresh fabrics between washes by reducing odors, improving sensory freshness and extending the usable interval of garments or soft furnishings. Depending on positioning, products may also provide wrinkle release, static control, fragrance delivery, fabric-safe sanitization, soft-surface disinfection, mildew control or sports-gear deodorization.

Based on our research, clothing mist is a relatively small but resilient sub-category within the broader laundry care, home care and air care ecosystem. Its core role is not to replace laundry, but to provide a convenient refresh solution for lightly worn garments, hard-to-wash fabrics, upholstery, bedding, curtains, sports gear, travel clothing and pet-related textiles. A conservative scope is essential: products explicitly positioned for fabric, clothing or soft-surface use should be included, while conventional laundry detergents, fabric softeners, scent beads, dryer sheets, pure air fresheners and general disinfectants should remain outside the revenue model. The category benefits from consumer demand for convenience, reduced washing frequency, quick odor control and sensory freshness between laundry cycles.

Demand is most developed in North America, Japan and the UK. North America is driven by household odor control, pet ownership, sports gear, soft furnishings and established Febreze consumer behavior. Japan has a strong consumer habit around deodorizing suits, uniforms, bedding and textiles that cannot be washed frequently. The UK market is particularly active in room-and-fabric fresheners, crease releasers and fragrance-led home care. China has a large laundry and hygiene consumer base, but the strict fabric refresher spray category remains less mature than laundry detergent, laundry sanitizer or fabric softener. Chinese companies are therefore more relevant today as potential entrants, local OEM/ODM suppliers and future brand builders than as current global leaders in this narrow category.

From a product and technology perspective, the category is moving from simple fragrance masking toward odor-neutralizing chemistry, encapsulated fragrance release, fabric-safe antimicrobial benefits, wrinkle release, static control, sports-fabric compatibility and safer ingredient positioning. Sustainability and safety claims are becoming more important, especially in North America and Europe, where safer cleaning labels, fragrance standards, ingredient transparency and refillable packaging influence product development. The most attractive future growth pockets are likely to be premium home fragrance, activewear and gear deodorization, pet households, hospitality, travel-size formats, fragrance-free odor control and fabric-safe hygiene sprays.

This report is a detailed and comprehensive analysis for global Clothing Mist market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sale Channel. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Clothing Mist market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Clothing Mist market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Clothing Mist market size and forecasts, by Type and by Sale Channel, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Clothing Mist market shares of main players, shipments in revenue (\$ Million), sales quantity (Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Clothing Mist

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Clothing Mist market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include The Procter & Gamble Company, Unilever PLC, Reckitt Benckiser Group plc, Kao Corporation, Henkel AG & Co. KGaA, S. C. Johnson & Son, Inc., The Clorox Company, Church & Dwight Co., Inc., Lion Corporation, Faultless Brands, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Clothing Mist market is split by Type and by Sale Channel. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sale Channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Fabric Refresher Spray

Wrinkle Release Spray

Fabric Sanitizing Spray

Other

Market segment by Application

Daily Clothing Care

Home Textile Care

Sports & Outdoor Gear Care

Other

Market segment by Sale Channel

Online Sales

Offline Sales

Major players covered

The Procter & Gamble Company

Unilever PLC

Reckitt Benckiser Group plc

Kao Corporation

Henkel AG & Co. KGaA

S. C. Johnson & Son, Inc.

The Clorox Company

Church & Dwight Co., Inc.

Lion Corporation

Faultless Brands

Zep Inc.

Clean Control Corporation

Fabulosa Ltd

The London Oil Refining Company Ltd.

HEX Performance

Zero Odor LLC

Defunkify

Ocean Star Inc.

Health & Beyond

Private Label Retail

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Clothing Mist product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Clothing Mist, with price, sales quantity, revenue, and global market share of Clothing Mist from 2021 to 2026.

Chapter 3, the Clothing Mist competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Clothing Mist breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Sale Channel, with sales market share and growth rate by Type, by Sale Channel, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Clothing Mist market forecast, by regions, by Type, and by Sale Channel, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Clothing Mist.

Chapter 14 and 15, to describe Clothing Mist sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Clothing Mist Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 Fabric Refresher Spray

1.3.3 Wrinkle Release Spray

1.3.4 Fabric Sanitizing Spray

1.3.5 Other

1.4 Market Analysis by Application

1.4.1 Overview: Global Clothing Mist Consumption Value by Application: 2021 Versus 2025 Versus 2032

1.4.2 Daily Clothing Care

1.4.3 Home Textile Care

1.4.4 Sports & Outdoor Gear Care

1.4.5 Other

1.5 Market Analysis by Sale Channel

1.5.1 Overview: Global Clothing Mist Consumption Value by Sale Channel: 2021 Versus 2025 Versus 2032

1.5.2 Online Sales

1.5.3 Offline Sales

1.6 Global Clothing Mist Market Size & Forecast

1.6.1 Global Clothing Mist Consumption Value (2021 & 2025 & 2032)

1.6.2 Global Clothing Mist Sales Quantity (2021-2032)

1.6.3 Global Clothing Mist Average Price (2021-2032)

2 MANUFACTURERS PROFILES

2.1 The Procter & Gamble Company

2.1.1 The Procter & Gamble Company Details

2.1.2 The Procter & Gamble Company Major Business

2.1.3 The Procter & Gamble Company Clothing Mist Product and Services

2.1.4 The Procter & Gamble Company Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 The Procter & Gamble Company Recent Developments/Updates

2.2 Unilever PLC

2.2.1 Unilever PLC Details

2.2.2 Unilever PLC Major Business

2.2.3 Unilever PLC Clothing Mist Product and Services

2.2.4 Unilever PLC Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 Unilever PLC Recent Developments/Updates

2.3 Reckitt Benckiser Group plc

2.3.1 Reckitt Benckiser Group plc Details

2.3.2 Reckitt Benckiser Group plc Major Business

2.3.3 Reckitt Benckiser Group plc Clothing Mist Product and Services

2.3.4 Reckitt Benckiser Group plc Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 Reckitt Benckiser Group plc Recent Developments/Updates

2.4 Kao Corporation

2.4.1 Kao Corporation Details

2.4.2 Kao Corporation Major Business

2.4.3 Kao Corporation Clothing Mist Product and Services

2.4.4 Kao Corporation Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 Kao Corporation Recent Developments/Updates

2.5 Henkel AG & Co. KGaA

2.5.1 Henkel AG & Co. KGaA Details

2.5.2 Henkel AG & Co. KGaA Major Business

2.5.3 Henkel AG & Co. KGaA Clothing Mist Product and Services

2.5.4 Henkel AG & Co. KGaA Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.5.5 Henkel AG & Co. KGaA Recent Developments/Updates

2.6 S. C. Johnson & Son, Inc.

2.6.1 S. C. Johnson & Son, Inc. Details

2.6.2 S. C. Johnson & Son, Inc. Major Business

2.6.3 S. C. Johnson & Son, Inc. Clothing Mist Product and Services

2.6.4 S. C. Johnson & Son, Inc. Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.6.5 S. C. Johnson & Son, Inc. Recent Developments/Updates

2.7 The Clorox Company

2.7.1 The Clorox Company Details

2.7.2 The Clorox Company Major Business

2.7.3 The Clorox Company Clothing Mist Product and Services

2.7.4 The Clorox Company Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.7.5 The Clorox Company Recent Developments/Updates

2.8 Church & Dwight Co., Inc.

2.8.1 Church & Dwight Co., Inc. Details

2.8.2 Church & Dwight Co., Inc. Major Business

2.8.3 Church & Dwight Co., Inc. Clothing Mist Product and Services

2.8.4 Church & Dwight Co., Inc. Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 Church & Dwight Co., Inc. Recent Developments/Updates

2.9 Lion Corporation

2.9.1 Lion Corporation Details

2.9.2 Lion Corporation Major Business

2.9.3 Lion Corporation Clothing Mist Product and Services

2.9.4 Lion Corporation Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 Lion Corporation Recent Developments/Updates

2.10 Faultless Brands

2.10.1 Faultless Brands Details

2.10.2 Faultless Brands Major Business

2.10.3 Faultless Brands Clothing Mist Product and Services

2.10.4 Faultless Brands Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.10.5 Faultless Brands Recent Developments/Updates

2.11 Zep Inc.

2.11.1 Zep Inc. Details

2.11.2 Zep Inc. Major Business

2.11.3 Zep Inc. Clothing Mist Product and Services

2.11.4 Zep Inc. Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.11.5 Zep Inc. Recent Developments/Updates

2.12 Clean Control Corporation

2.12.1 Clean Control Corporation Details

2.12.2 Clean Control Corporation Major Business

2.12.3 Clean Control Corporation Clothing Mist Product and Services

2.12.4 Clean Control Corporation Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.12.5 Clean Control Corporation Recent Developments/Updates

2.13 Fabulosa Ltd

- 2.13.1 Fabulosa Ltd Details
- 2.13.2 Fabulosa Ltd Major Business
- 2.13.3 Fabulosa Ltd Clothing Mist Product and Services
- 2.13.4 Fabulosa Ltd Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.13.5 Fabulosa Ltd Recent Developments/Updates
- 2.14 The London Oil Refining Company Ltd.
 - 2.14.1 The London Oil Refining Company Ltd. Details
 - 2.14.2 The London Oil Refining Company Ltd. Major Business
 - 2.14.3 The London Oil Refining Company Ltd. Clothing Mist Product and Services
 - 2.14.4 The London Oil Refining Company Ltd. Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.14.5 The London Oil Refining Company Ltd. Recent Developments/Updates
- 2.15 HEX Performance
 - 2.15.1 HEX Performance Details
 - 2.15.2 HEX Performance Major Business
 - 2.15.3 HEX Performance Clothing Mist Product and Services
 - 2.15.4 HEX Performance Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.15.5 HEX Performance Recent Developments/Updates
- 2.16 Zero Odor LLC
 - 2.16.1 Zero Odor LLC Details
 - 2.16.2 Zero Odor LLC Major Business
 - 2.16.3 Zero Odor LLC Clothing Mist Product and Services
 - 2.16.4 Zero Odor LLC Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.16.5 Zero Odor LLC Recent Developments/Updates
- 2.17 Defunkify
 - 2.17.1 Defunkify Details
 - 2.17.2 Defunkify Major Business
 - 2.17.3 Defunkify Clothing Mist Product and Services
 - 2.17.4 Defunkify Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.17.5 Defunkify Recent Developments/Updates
- 2.18 Ocean Star Inc.
 - 2.18.1 Ocean Star Inc. Details
 - 2.18.2 Ocean Star Inc. Major Business
 - 2.18.3 Ocean Star Inc. Clothing Mist Product and Services
 - 2.18.4 Ocean Star Inc. Clothing Mist Sales Quantity, Average Price, Revenue, Gross

Margin and Market Share (2021-2026)

2.18.5 Ocean Star Inc. Recent Developments/Updates

2.19 Health & Beyond

2.19.1 Health & Beyond Details

2.19.2 Health & Beyond Major Business

2.19.3 Health & Beyond Clothing Mist Product and Services

2.19.4 Health & Beyond Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.19.5 Health & Beyond Recent Developments/Updates

2.20 Private Label Retail

2.20.1 Private Label Retail Details

2.20.2 Private Label Retail Major Business

2.20.3 Private Label Retail Clothing Mist Product and Services

2.20.4 Private Label Retail Clothing Mist Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.20.5 Private Label Retail Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: CLOTHING MIST BY MANUFACTURER

3.1 Global Clothing Mist Sales Quantity by Manufacturer (2021-2026)

3.2 Global Clothing Mist Revenue by Manufacturer (2021-2026)

3.3 Global Clothing Mist Average Price by Manufacturer (2021-2026)

3.4 Market Share Analysis (2025)

3.4.1 Producer Shipments of Clothing Mist by Manufacturer Revenue (\$MM) and Market Share (%): 2025

3.4.2 Top 3 Clothing Mist Manufacturer Market Share in 2025

3.4.3 Top 6 Clothing Mist Manufacturer Market Share in 2025

3.5 Clothing Mist Market: Overall Company Footprint Analysis

3.5.1 Clothing Mist Market: Region Footprint

3.5.2 Clothing Mist Market: Company Product Type Footprint

3.5.3 Clothing Mist Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global Clothing Mist Market Size by Region

4.1.1 Global Clothing Mist Sales Quantity by Region (2021-2032)

4.1.2 Global Clothing Mist Consumption Value by Region (2021-2032)

- 4.1.3 Global Clothing Mist Average Price by Region (2021-2032)
- 4.2 North America Clothing Mist Consumption Value (2021-2032)
- 4.3 Europe Clothing Mist Consumption Value (2021-2032)
- 4.4 Asia-Pacific Clothing Mist Consumption Value (2021-2032)
- 4.5 South America Clothing Mist Consumption Value (2021-2032)
- 4.6 Middle East & Africa Clothing Mist Consumption Value (2021-2032)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Clothing Mist Sales Quantity by Type (2021-2032)
- 5.2 Global Clothing Mist Consumption Value by Type (2021-2032)
- 5.3 Global Clothing Mist Average Price by Type (2021-2032)

6 MARKET SEGMENT BY SALE CHANNEL

- 6.1 Global Clothing Mist Sales Quantity by Sale Channel (2021-2032)
- 6.2 Global Clothing Mist Consumption Value by Sale Channel (2021-2032)
- 6.3 Global Clothing Mist Average Price by Sale Channel (2021-2032)

7 NORTH AMERICA

- 7.1 North America Clothing Mist Sales Quantity by Type (2021-2032)
- 7.2 North America Clothing Mist Sales Quantity by Sale Channel (2021-2032)
- 7.3 North America Clothing Mist Market Size by Country
 - 7.3.1 North America Clothing Mist Sales Quantity by Country (2021-2032)
 - 7.3.2 North America Clothing Mist Consumption Value by Country (2021-2032)
 - 7.3.3 United States Market Size and Forecast (2021-2032)
 - 7.3.4 Canada Market Size and Forecast (2021-2032)
 - 7.3.5 Mexico Market Size and Forecast (2021-2032)

8 EUROPE

- 8.1 Europe Clothing Mist Sales Quantity by Type (2021-2032)
- 8.2 Europe Clothing Mist Sales Quantity by Sale Channel (2021-2032)
- 8.3 Europe Clothing Mist Market Size by Country
 - 8.3.1 Europe Clothing Mist Sales Quantity by Country (2021-2032)
 - 8.3.2 Europe Clothing Mist Consumption Value by Country (2021-2032)
 - 8.3.3 Germany Market Size and Forecast (2021-2032)
 - 8.3.4 France Market Size and Forecast (2021-2032)

8.3.5 United Kingdom Market Size and Forecast (2021-2032)

8.3.6 Russia Market Size and Forecast (2021-2032)

8.3.7 Italy Market Size and Forecast (2021-2032)

9 ASIA-PACIFIC

9.1 Asia-Pacific Clothing Mist Sales Quantity by Type (2021-2032)

9.2 Asia-Pacific Clothing Mist Sales Quantity by Sale Channel (2021-2032)

9.3 Asia-Pacific Clothing Mist Market Size by Region

9.3.1 Asia-Pacific Clothing Mist Sales Quantity by Region (2021-2032)

9.3.2 Asia-Pacific Clothing Mist Consumption Value by Region (2021-2032)

9.3.3 China Market Size and Forecast (2021-2032)

9.3.4 Japan Market Size and Forecast (2021-2032)

9.3.5 South Korea Market Size and Forecast (2021-2032)

9.3.6 India Market Size and Forecast (2021-2032)

9.3.7 Southeast Asia Market Size and Forecast (2021-2032)

9.3.8 Australia Market Size and Forecast (2021-2032)

10 SOUTH AMERICA

10.1 South America Clothing Mist Sales Quantity by Type (2021-2032)

10.2 South America Clothing Mist Sales Quantity by Sale Channel (2021-2032)

10.3 South America Clothing Mist Market Size by Country

10.3.1 South America Clothing Mist Sales Quantity by Country (2021-2032)

10.3.2 South America Clothing Mist Consumption Value by Country (2021-2032)

10.3.3 Brazil Market Size and Forecast (2021-2032)

10.3.4 Argentina Market Size and Forecast (2021-2032)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Clothing Mist Sales Quantity by Type (2021-2032)

11.2 Middle East & Africa Clothing Mist Sales Quantity by Sale Channel (2021-2032)

11.3 Middle East & Africa Clothing Mist Market Size by Country

11.3.1 Middle East & Africa Clothing Mist Sales Quantity by Country (2021-2032)

11.3.2 Middle East & Africa Clothing Mist Consumption Value by Country (2021-2032)

11.3.3 Turkey Market Size and Forecast (2021-2032)

11.3.4 Egypt Market Size and Forecast (2021-2032)

11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)

11.3.6 South Africa Market Size and Forecast (2021-2032)

12 MARKET DYNAMICS

- 12.1 Clothing Mist Market Drivers
- 12.2 Clothing Mist Market Restraints
- 12.3 Clothing Mist Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes
 - 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Clothing Mist and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Clothing Mist
- 13.3 Clothing Mist Production Process
- 13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Clothing Mist Typical Distributors
- 14.3 Clothing Mist Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Clothing Mist Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Clothing Mist Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 3. Global Clothing Mist Consumption Value by Sale Channel, (USD Million), 2021 & 2025 & 2032

Table 4. The Procter & Gamble Company Basic Information, Manufacturing Base and Competitors

Table 5. The Procter & Gamble Company Major Business

Table 6. The Procter & Gamble Company Clothing Mist Product and Services

Table 7. The Procter & Gamble Company Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 8. The Procter & Gamble Company Recent Developments/Updates

Table 9. Unilever PLC Basic Information, Manufacturing Base and Competitors

Table 10. Unilever PLC Major Business

Table 11. Unilever PLC Clothing Mist Product and Services

Table 12. Unilever PLC Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 13. Unilever PLC Recent Developments/Updates

Table 14. Reckitt Benckiser Group plc Basic Information, Manufacturing Base and Competitors

Table 15. Reckitt Benckiser Group plc Major Business

Table 16. Reckitt Benckiser Group plc Clothing Mist Product and Services

Table 17. Reckitt Benckiser Group plc Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 18. Reckitt Benckiser Group plc Recent Developments/Updates

Table 19. Kao Corporation Basic Information, Manufacturing Base and Competitors

Table 20. Kao Corporation Major Business

Table 21. Kao Corporation Clothing Mist Product and Services

Table 22. Kao Corporation Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 23. Kao Corporation Recent Developments/Updates

Table 24. Henkel AG & Co. KGaA Basic Information, Manufacturing Base and Competitors

Table 25. Henkel AG & Co. KGaA Major Business

Table 26. Henkel AG & Co. KGaA Clothing Mist Product and Services
Table 27. Henkel AG & Co. KGaA Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 28. Henkel AG & Co. KGaA Recent Developments/Updates
Table 29. S. C. Johnson & Son, Inc. Basic Information, Manufacturing Base and Competitors
Table 30. S. C. Johnson & Son, Inc. Major Business
Table 31. S. C. Johnson & Son, Inc. Clothing Mist Product and Services
Table 32. S. C. Johnson & Son, Inc. Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 33. S. C. Johnson & Son, Inc. Recent Developments/Updates
Table 34. The Clorox Company Basic Information, Manufacturing Base and Competitors
Table 35. The Clorox Company Major Business
Table 36. The Clorox Company Clothing Mist Product and Services
Table 37. The Clorox Company Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 38. The Clorox Company Recent Developments/Updates
Table 39. Church & Dwight Co., Inc. Basic Information, Manufacturing Base and Competitors
Table 40. Church & Dwight Co., Inc. Major Business
Table 41. Church & Dwight Co., Inc. Clothing Mist Product and Services
Table 42. Church & Dwight Co., Inc. Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 43. Church & Dwight Co., Inc. Recent Developments/Updates
Table 44. Lion Corporation Basic Information, Manufacturing Base and Competitors
Table 45. Lion Corporation Major Business
Table 46. Lion Corporation Clothing Mist Product and Services
Table 47. Lion Corporation Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 48. Lion Corporation Recent Developments/Updates
Table 49. Faultless Brands Basic Information, Manufacturing Base and Competitors
Table 50. Faultless Brands Major Business
Table 51. Faultless Brands Clothing Mist Product and Services
Table 52. Faultless Brands Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 53. Faultless Brands Recent Developments/Updates
Table 54. Zep Inc. Basic Information, Manufacturing Base and Competitors
Table 55. Zep Inc. Major Business
Table 56. Zep Inc. Clothing Mist Product and Services

Table 57. Zep Inc. Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 58. Zep Inc. Recent Developments/Updates

Table 59. Clean Control Corporation Basic Information, Manufacturing Base and Competitors

Table 60. Clean Control Corporation Major Business

Table 61. Clean Control Corporation Clothing Mist Product and Services

Table 62. Clean Control Corporation Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 63. Clean Control Corporation Recent Developments/Updates

Table 64. Fabulosa Ltd Basic Information, Manufacturing Base and Competitors

Table 65. Fabulosa Ltd Major Business

Table 66. Fabulosa Ltd Clothing Mist Product and Services

Table 67. Fabulosa Ltd Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 68. Fabulosa Ltd Recent Developments/Updates

Table 69. The London Oil Refining Company Ltd. Basic Information, Manufacturing Base and Competitors

Table 70. The London Oil Refining Company Ltd. Major Business

Table 71. The London Oil Refining Company Ltd. Clothing Mist Product and Services

Table 72. The London Oil Refining Company Ltd. Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 73. The London Oil Refining Company Ltd. Recent Developments/Updates

Table 74. HEX Performance Basic Information, Manufacturing Base and Competitors

Table 75. HEX Performance Major Business

Table 76. HEX Performance Clothing Mist Product and Services

Table 77. HEX Performance Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 78. HEX Performance Recent Developments/Updates

Table 79. Zero Odor LLC Basic Information, Manufacturing Base and Competitors

Table 80. Zero Odor LLC Major Business

Table 81. Zero Odor LLC Clothing Mist Product and Services

Table 82. Zero Odor LLC Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 83. Zero Odor LLC Recent Developments/Updates

Table 84. Defunkify Basic Information, Manufacturing Base and Competitors

Table 85. Defunkify Major Business

Table 86. Defunkify Clothing Mist Product and Services

Table 87. Defunkify Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 88. Defunkify Recent Developments/Updates

Table 89. Ocean Star Inc. Basic Information, Manufacturing Base and Competitors

Table 90. Ocean Star Inc. Major Business

Table 91. Ocean Star Inc. Clothing Mist Product and Services

Table 92. Ocean Star Inc. Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 93. Ocean Star Inc. Recent Developments/Updates

Table 94. Health & Beyond Basic Information, Manufacturing Base and Competitors

Table 95. Health & Beyond Major Business

Table 96. Health & Beyond Clothing Mist Product and Services

Table 97. Health & Beyond Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 98. Health & Beyond Recent Developments/Updates

Table 99. Private Label Retail Basic Information, Manufacturing Base and Competitors

Table 100. Private Label Retail Major Business

Table 101. Private Label Retail Clothing Mist Product and Services

Table 102. Private Label Retail Clothing Mist Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 103. Private Label Retail Recent Developments/Updates

Table 104. Global Clothing Mist Sales Quantity by Manufacturer (2021-2026) & (Units)

Table 105. Global Clothing Mist Revenue by Manufacturer (2021-2026) & (USD Million)

Table 106. Global Clothing Mist Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 107. Market Position of Manufacturers in Clothing Mist, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 108. Head Office and Clothing Mist Production Site of Key Manufacturer

Table 109. Clothing Mist Market: Company Product Type Footprint

Table 110. Clothing Mist Market: Company Product Application Footprint

Table 111. Clothing Mist New Market Entrants and Barriers to Market Entry

Table 112. Clothing Mist Mergers, Acquisition, Agreements, and Collaborations

Table 113. Global Clothing Mist Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR

Table 114. Global Clothing Mist Sales Quantity by Region (2021-2026) & (Units)

Table 115. Global Clothing Mist Sales Quantity by Region (2027-2032) & (Units)

Table 116. Global Clothing Mist Consumption Value by Region (2021-2026) & (USD Million)

Table 117. Global Clothing Mist Consumption Value by Region (2027-2032) & (USD

Million)

Table 118. Global Clothing Mist Average Price by Region (2021-2026) & (US\$/Unit)

Table 119. Global Clothing Mist Average Price by Region (2027-2032) & (US\$/Unit)

Table 120. Global Clothing Mist Sales Quantity by Type (2021-2026) & (Units)

Table 121. Global Clothing Mist Sales Quantity by Type (2027-2032) & (Units)

Table 122. Global Clothing Mist Consumption Value by Type (2021-2026) & (USD Million)

Table 123. Global Clothing Mist Consumption Value by Type (2027-2032) & (USD Million)

Table 124. Global Clothing Mist Average Price by Type (2021-2026) & (US\$/Unit)

Table 125. Global Clothing Mist Average Price by Type (2027-2032) & (US\$/Unit)

Table 126. Global Clothing Mist Sales Quantity by Sale Channel (2021-2026) & (Units)

Table 127. Global Clothing Mist Sales Quantity by Sale Channel (2027-2032) & (Units)

Table 128. Global Clothing Mist Consumption Value by Sale Channel (2021-2026) & (USD Million)

Table 129. Global Clothing Mist Consumption Value by Sale Channel (2027-2032) & (USD Million)

Table 130. Global Clothing Mist Average Price by Sale Channel (2021-2026) & (US\$/Unit)

Table 131. Global Clothing Mist Average Price by Sale Channel (2027-2032) & (US\$/Unit)

Table 132. North America Clothing Mist Sales Quantity by Type (2021-2026) & (Units)

Table 133. North America Clothing Mist Sales Quantity by Type (2027-2032) & (Units)

Table 134. North America Clothing Mist Sales Quantity by Sale Channel (2021-2026) & (Units)

Table 135. North America Clothing Mist Sales Quantity by Sale Channel (2027-2032) & (Units)

Table 136. North America Clothing Mist Sales Quantity by Country (2021-2026) & (Units)

Table 137. North America Clothing Mist Sales Quantity by Country (2027-2032) & (Units)

Table 138. North America Clothing Mist Consumption Value by Country (2021-2026) & (USD Million)

Table 139. North America Clothing Mist Consumption Value by Country (2027-2032) & (USD Million)

Table 140. Europe Clothing Mist Sales Quantity by Type (2021-2026) & (Units)

Table 141. Europe Clothing Mist Sales Quantity by Type (2027-2032) & (Units)

Table 142. Europe Clothing Mist Sales Quantity by Sale Channel (2021-2026) & (Units)

Table 143. Europe Clothing Mist Sales Quantity by Sale Channel (2027-2032) & (Units)

Table 144. Europe Clothing Mist Sales Quantity by Country (2021-2026) & (Units)

Table 145. Europe Clothing Mist Sales Quantity by Country (2027-2032) & (Units)

Table 146. Europe Clothing Mist Consumption Value by Country (2021-2026) & (USD Million)

Table 147. Europe Clothing Mist Consumption Value by Country (2027-2032) & (USD Million)

Table 148. Asia-Pacific Clothing Mist Sales Quantity by Type (2021-2026) & (Units)

Table 149. Asia-Pacific Clothing Mist Sales Quantity by Type (2027-2032) & (Units)

Table 150. Asia-Pacific Clothing Mist Sales Quantity by Sale Channel (2021-2026) & (Units)

Table 151. Asia-Pacific Clothing Mist Sales Quantity by Sale Channel (2027-2032) & (Units)

Table 152. Asia-Pacific Clothing Mist Sales Quantity by Region (2021-2026) & (Units)

Table 153. Asia-Pacific Clothing Mist Sales Quantity by Region (2027-2032) & (Units)

Table 154. Asia-Pacific Clothing Mist Consumption Value by Region (2021-2026) & (USD Million)

Table 155. Asia-Pacific Clothing Mist Consumption Value by Region (2027-2032) & (USD Million)

Table 156. South America Clothing Mist Sales Quantity by Type (2021-2026) & (Units)

Table 157. South America Clothing Mist Sales Quantity by Type (2027-2032) & (Units)

Table 158. South America Clothing Mist Sales Quantity by Sale Channel (2021-2026) & (Units)

Table 159. South America Clothing Mist Sales Quantity by Sale Channel (2027-2032) & (Units)

Table 160. South America Clothing Mist Sales Quantity by Country (2021-2026) & (Units)

Table 161. South America Clothing Mist Sales Quantity by Country (2027-2032) & (Units)

Table 162. South America Clothing Mist Consumption Value by Country (2021-2026) & (USD Million)

Table 163. South America Clothing Mist Consumption Value by Country (2027-2032) & (USD Million)

Table 164. Middle East & Africa Clothing Mist Sales Quantity by Type (2021-2026) & (Units)

Table 165. Middle East & Africa Clothing Mist Sales Quantity by Type (2027-2032) & (Units)

Table 166. Middle East & Africa Clothing Mist Sales Quantity by Sale Channel (2021-2026) & (Units)

Table 167. Middle East & Africa Clothing Mist Sales Quantity by Sale Channel

(2027-2032) & (Units)

Table 168. Middle East & Africa Clothing Mist Sales Quantity by Country (2021-2026) & (Units)

Table 169. Middle East & Africa Clothing Mist Sales Quantity by Country (2027-2032) & (Units)

Table 170. Middle East & Africa Clothing Mist Consumption Value by Country (2021-2026) & (USD Million)

Table 171. Middle East & Africa Clothing Mist Consumption Value by Country (2027-2032) & (USD Million)

Table 172. Clothing Mist Raw Material

Table 173. Key Manufacturers of Clothing Mist Raw Materials

Table 174. Clothing Mist Typical Distributors

Table 175. Clothing Mist Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. Clothing Mist Picture
- Figure 2. Global Clothing Mist Revenue by Type, (USD Million), 2021 & 2025 & 2032
- Figure 3. Global Clothing Mist Revenue Market Share by Type in 2025
- Figure 4. Fabric Refresher Spray Examples
- Figure 5. Wrinkle Release Spray Examples
- Figure 6. Fabric Sanitizing Spray Examples
- Figure 7. Other Examples
- Figure 8. Global Clothing Mist Revenue by Application, (USD Million), 2021 & 2025 & 2032
- Figure 9. Global Clothing Mist Revenue Market Share by Application in 2025
- Figure 10. Daily Clothing Care Examples
- Figure 11. Home Textile Care Examples
- Figure 12. Sports & Outdoor Gear Care Examples
- Figure 13. Other Examples
- Figure 14. Global Clothing Mist Consumption Value by Sale Channel, (USD Million), 2021 & 2025 & 2032
- Figure 15. Global Clothing Mist Revenue Market Share by Sale Channel in 2025
- Figure 16. Online Sales Examples
- Figure 17. Offline Sales Examples
- Figure 18. Global Clothing Mist Consumption Value, (USD Million): 2021 & 2025 & 2032
- Figure 19. Global Clothing Mist Consumption Value and Forecast (2021-2032) & (USD Million)
- Figure 20. Global Clothing Mist Sales Quantity (2021-2032) & (Units)
- Figure 21. Global Clothing Mist Price (2021-2032) & (US\$/Unit)
- Figure 22. Global Clothing Mist Sales Quantity Market Share by Manufacturer in 2025
- Figure 23. Global Clothing Mist Revenue Market Share by Manufacturer in 2025
- Figure 24. Producer Shipments of Clothing Mist by Manufacturer Sales (\$MM) and Market Share (%): 2025
- Figure 25. Top 3 Clothing Mist Manufacturer (Revenue) Market Share in 2025
- Figure 26. Top 6 Clothing Mist Manufacturer (Revenue) Market Share in 2025
- Figure 27. Global Clothing Mist Sales Quantity Market Share by Region (2021-2032)
- Figure 28. Global Clothing Mist Consumption Value Market Share by Region (2021-2032)
- Figure 29. North America Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 30. Europe Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 31. Asia-Pacific Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 32. South America Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 33. Middle East & Africa Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 34. Global Clothing Mist Sales Quantity Market Share by Type (2021-2032)

Figure 35. Global Clothing Mist Consumption Value Market Share by Type (2021-2032)

Figure 36. Global Clothing Mist Average Price by Type (2021-2032) & (US\$/Unit)

Figure 37. Global Clothing Mist Sales Quantity Market Share by Sale Channel (2021-2032)

Figure 38. Global Clothing Mist Revenue Market Share by Sale Channel (2021-2032)

Figure 39. Global Clothing Mist Average Price by Sale Channel (2021-2032) & (US\$/Unit)

Figure 40. North America Clothing Mist Sales Quantity Market Share by Type (2021-2032)

Figure 41. North America Clothing Mist Sales Quantity Market Share by Sale Channel (2021-2032)

Figure 42. North America Clothing Mist Sales Quantity Market Share by Country (2021-2032)

Figure 43. North America Clothing Mist Consumption Value Market Share by Country (2021-2032)

Figure 44. United States Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 45. Canada Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 46. Mexico Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 47. Europe Clothing Mist Sales Quantity Market Share by Type (2021-2032)

Figure 48. Europe Clothing Mist Sales Quantity Market Share by Sale Channel (2021-2032)

Figure 49. Europe Clothing Mist Sales Quantity Market Share by Country (2021-2032)

Figure 50. Europe Clothing Mist Consumption Value Market Share by Country (2021-2032)

Figure 51. Germany Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 52. France Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 53. United Kingdom Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 54. Russia Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 55. Italy Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 56. Asia-Pacific Clothing Mist Sales Quantity Market Share by Type (2021-2032)

Figure 57. Asia-Pacific Clothing Mist Sales Quantity Market Share by Sale Channel

(2021-2032)

Figure 58. Asia-Pacific Clothing Mist Sales Quantity Market Share by Region

(2021-2032)

Figure 59. Asia-Pacific Clothing Mist Consumption Value Market Share by Region

(2021-2032)

Figure 60. China Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 61. Japan Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 62. South Korea Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 63. India Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 64. Southeast Asia Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 65. Australia Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 66. South America Clothing Mist Sales Quantity Market Share by Type
(2021-2032)

Figure 67. South America Clothing Mist Sales Quantity Market Share by Sale Channel
(2021-2032)

Figure 68. South America Clothing Mist Sales Quantity Market Share by Country
(2021-2032)

Figure 69. South America Clothing Mist Consumption Value Market Share by Country
(2021-2032)

Figure 70. Brazil Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 71. Argentina Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 72. Middle East & Africa Clothing Mist Sales Quantity Market Share by Type
(2021-2032)

Figure 73. Middle East & Africa Clothing Mist Sales Quantity Market Share by Sale Channel
(2021-2032)

Figure 74. Middle East & Africa Clothing Mist Sales Quantity Market Share by Country
(2021-2032)

Figure 75. Middle East & Africa Clothing Mist Consumption Value Market Share by Country
(2021-2032)

Figure 76. Turkey Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 77. Egypt Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 78. Saudi Arabia Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 79. South Africa Clothing Mist Consumption Value (2021-2032) & (USD Million)

Figure 80. Clothing Mist Market Drivers

Figure 81. Clothing Mist Market Restraints

Figure 82. Clothing Mist Market Trends

Figure 83. Porters Five Forces Analysis

Figure 84. Manufacturing Cost Structure Analysis of Clothing Mist in 2025

Figure 85. Manufacturing Process Analysis of Clothing Mist

Figure 86. Clothing Mist Industrial Chain

Figure 87. Sales Channel: Direct to End-User vs Distributors

Figure 88. Direct Channel Pros & Cons

Figure 89. Indirect Channel Pros & Cons

Figure 90. Methodology

Figure 91. Research Process and Data Source

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