

Global Fabric Softener Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Fabric Softener market size was valued at USD 8304.9 million in 2023 and is forecast to a readjusted size of USD 9993.6 million by 2030 with a CAGR of 2.7% during review period.

Fabric softener is a product used while laundering to make clothes soft and eliminate static cling. Depending on the brand one purchases, it can be added at the beginning of the laundry cycle at the same time detergent is dispensed or during the rinse cycle. It can also come in sheets to be placed in the dryer.

P&G, Unilever, Church & Dwight, Colgate, Henkel, Ecover, Scjohnson, Werner & Mertz, Sodalis, KAO, Lion, Mitsuei, Pigeon, AlEn, Blue Moon, Lvsan, Liby and Yipinjing are global major suppliers. P&G and Unilever are global top two suppliers, which separately took a sales share of 16% and 13%.

The Global Info Research report includes an overview of the development of the Fabric Softener industry chain, the market status of Supermarket (Liquid Fabric Softener, Fabric Softener Sheets), Store (Liquid Fabric Softener, Fabric Softener Sheets), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Fabric Softener.

Regionally, the report analyzes the Fabric Softener markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Fabric Softener market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Fabric Softener market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Fabric Softener industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K MT), revenue generated, and market share of different by Type (e.g., Liquid Fabric Softener, Fabric Softener Sheets).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Fabric Softener market.

Regional Analysis: The report involves examining the Fabric Softener market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Fabric Softener market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Fabric Softener:

Company Analysis: Report covers individual Fabric Softener manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Fabric Softener This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Supermarket, Store).

Technology Analysis: Report covers specific technologies relevant to Fabric Softener. It assesses the current state, advancements, and potential future developments in Fabric

Softener areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Fabric Softener market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Fabric Softener market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Liquid Fabric Softener

Fabric Softener Sheets

Market segment by Application

Supermarket

Store

Major players covered

P&G

Unilever

Church & Dwight

Colgate

Henkel

Ecover

Scjohnson

Werner & Mertz

Sodalis

KAO

Lion

Mitsuei

Pigeon

AIEn

Blue Moon

Lvsan

Liby

Yipinjing

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 Fabric Softener product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Fabric Softener, with price, sales, revenue and global market share of Fabric Softener from 2019 to 2024.

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

Chapter 4, the Fabric Softener breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Fabric Softener market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Fabric Softener.

Chapter 14 and 15, to describe Fabric Softener sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Fabric Softener
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
 - 1.3.1 Overview: Global Fabric Softener Consumption Value by Type: 2019 Versus 2023 Versus 2030
 - 1.3.2 Liquid Fabric Softener
 - 1.3.3 Fabric Softener Sheets
- 1.4 Market Analysis by Application
 - 1.4.1 Overview: Global Fabric Softener Consumption Value by Application: 2019 Versus 2023 Versus 2030
 - 1.4.2 Supermarket
 - 1.4.3 Store
- 1.5 Global Fabric Softener Market Size & Forecast
 - 1.5.1 Global Fabric Softener Consumption Value (2019 & 2023 & 2030)
 - 1.5.2 Global Fabric Softener Sales Quantity (2019-2030)
 - 1.5.3 Global Fabric Softener Average Price (2019-2030)

2 MANUFACTURERS PROFILES

- 2.1 P&G
 - 2.1.1 P&G Details
 - 2.1.2 P&G Major Business
 - 2.1.3 P&G Fabric Softener Product and Services
 - 2.1.4 P&G Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.1.5 P&G Recent Developments/Updates
- 2.2 Unilever
 - 2.2.1 Unilever Details
 - 2.2.2 Unilever Major Business
 - 2.2.3 Unilever Fabric Softener Product and Services
 - 2.2.4 Unilever Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.2.5 Unilever Recent Developments/Updates
- 2.3 Church & Dwight
 - 2.3.1 Church & Dwight Details

- 2.3.2 Church & Dwight Major Business
- 2.3.3 Church & Dwight Fabric Softener Product and Services
- 2.3.4 Church & Dwight Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.3.5 Church & Dwight Recent Developments/Updates
- 2.4 Colgate
 - 2.4.1 Colgate Details
 - 2.4.2 Colgate Major Business
 - 2.4.3 Colgate Fabric Softener Product and Services
 - 2.4.4 Colgate Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.4.5 Colgate Recent Developments/Updates
- 2.5 Henkel
 - 2.5.1 Henkel Details
 - 2.5.2 Henkel Major Business
 - 2.5.3 Henkel Fabric Softener Product and Services
 - 2.5.4 Henkel Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.5.5 Henkel Recent Developments/Updates
- 2.6 Ecover
 - 2.6.1 Ecover Details
 - 2.6.2 Ecover Major Business
 - 2.6.3 Ecover Fabric Softener Product and Services
 - 2.6.4 Ecover Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.6.5 Ecover Recent Developments/Updates
- 2.7 Scjohnson
 - 2.7.1 Scjohnson Details
 - 2.7.2 Scjohnson Major Business
 - 2.7.3 Scjohnson Fabric Softener Product and Services
 - 2.7.4 Scjohnson Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.7.5 Scjohnson Recent Developments/Updates
- 2.8 Werner & Mertz
 - 2.8.1 Werner & Mertz Details
 - 2.8.2 Werner & Mertz Major Business
 - 2.8.3 Werner & Mertz Fabric Softener Product and Services
 - 2.8.4 Werner & Mertz Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

- 2.8.5 Werner & Mertz Recent Developments/Updates
- 2.9 Sodalis
 - 2.9.1 Sodalis Details
 - 2.9.2 Sodalis Major Business
 - 2.9.3 Sodalis Fabric Softener Product and Services
 - 2.9.4 Sodalis Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.9.5 Sodalis Recent Developments/Updates
- 2.10 KAO
 - 2.10.1 KAO Details
 - 2.10.2 KAO Major Business
 - 2.10.3 KAO Fabric Softener Product and Services
 - 2.10.4 KAO Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.10.5 KAO Recent Developments/Updates
- 2.11 Lion
 - 2.11.1 Lion Details
 - 2.11.2 Lion Major Business
 - 2.11.3 Lion Fabric Softener Product and Services
 - 2.11.4 Lion Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.11.5 Lion Recent Developments/Updates
- 2.12 Mitsuei
 - 2.12.1 Mitsuei Details
 - 2.12.2 Mitsuei Major Business
 - 2.12.3 Mitsuei Fabric Softener Product and Services
 - 2.12.4 Mitsuei Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.12.5 Mitsuei Recent Developments/Updates
- 2.13 Pigeon
 - 2.13.1 Pigeon Details
 - 2.13.2 Pigeon Major Business
 - 2.13.3 Pigeon Fabric Softener Product and Services
 - 2.13.4 Pigeon Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.13.5 Pigeon Recent Developments/Updates
- 2.14 AIEn
 - 2.14.1 AIEn Details
 - 2.14.2 AIEn Major Business

- 2.14.3 AIEEn Fabric Softener Product and Services
- 2.14.4 AIEEn Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.14.5 AIEEn Recent Developments/Updates
- 2.15 Blue Moon
 - 2.15.1 Blue Moon Details
 - 2.15.2 Blue Moon Major Business
 - 2.15.3 Blue Moon Fabric Softener Product and Services
 - 2.15.4 Blue Moon Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.15.5 Blue Moon Recent Developments/Updates
- 2.16 Lvsan
 - 2.16.1 Lvsan Details
 - 2.16.2 Lvsan Major Business
 - 2.16.3 Lvsan Fabric Softener Product and Services
 - 2.16.4 Lvsan Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.16.5 Lvsan Recent Developments/Updates
- 2.17 Liby
 - 2.17.1 Liby Details
 - 2.17.2 Liby Major Business
 - 2.17.3 Liby Fabric Softener Product and Services
 - 2.17.4 Liby Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.17.5 Liby Recent Developments/Updates
- 2.18 Yipinjing
 - 2.18.1 Yipinjing Details
 - 2.18.2 Yipinjing Major Business
 - 2.18.3 Yipinjing Fabric Softener Product and Services
 - 2.18.4 Yipinjing Fabric Softener Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.18.5 Yipinjing Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: FABRIC SOFTENER BY MANUFACTURER

- 3.1 Global Fabric Softener Sales Quantity by Manufacturer (2019-2024)
- 3.2 Global Fabric Softener Revenue by Manufacturer (2019-2024)
- 3.3 Global Fabric Softener Average Price by Manufacturer (2019-2024)
- 3.4 Market Share Analysis (2023)

3.4.1 Producer Shipments of Fabric Softener by Manufacturer Revenue (\$MM) and Market Share (%): 2023

3.4.2 Top 3 Fabric Softener Manufacturer Market Share in 2023

3.4.2 Top 6 Fabric Softener Manufacturer Market Share in 2023

3.5 Fabric Softener Market: Overall Company Footprint Analysis

3.5.1 Fabric Softener Market: Region Footprint

3.5.2 Fabric Softener Market: Company Product Type Footprint

3.5.3 Fabric Softener 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 Fabric Softener Market Size by Region

4.1.1 Global Fabric Softener Sales Quantity by Region (2019-2030)

4.1.2 Global Fabric Softener Consumption Value by Region (2019-2030)

4.1.3 Global Fabric Softener Average Price by Region (2019-2030)

4.2 North America Fabric Softener Consumption Value (2019-2030)

4.3 Europe Fabric Softener Consumption Value (2019-2030)

4.4 Asia-Pacific Fabric Softener Consumption Value (2019-2030)

4.5 South America Fabric Softener Consumption Value (2019-2030)

4.6 Middle East and Africa Fabric Softener Consumption Value (2019-2030)

5 MARKET SEGMENT BY TYPE

5.1 Global Fabric Softener Sales Quantity by Type (2019-2030)

5.2 Global Fabric Softener Consumption Value by Type (2019-2030)

5.3 Global Fabric Softener Average Price by Type (2019-2030)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Fabric Softener Sales Quantity by Application (2019-2030)

6.2 Global Fabric Softener Consumption Value by Application (2019-2030)

6.3 Global Fabric Softener Average Price by Application (2019-2030)

7 NORTH AMERICA

7.1 North America Fabric Softener Sales Quantity by Type (2019-2030)

7.2 North America Fabric Softener Sales Quantity by Application (2019-2030)

7.3 North America Fabric Softener Market Size by Country

- 7.3.1 North America Fabric Softener Sales Quantity by Country (2019-2030)
- 7.3.2 North America Fabric Softener Consumption Value by Country (2019-2030)
- 7.3.3 United States Market Size and Forecast (2019-2030)
- 7.3.4 Canada Market Size and Forecast (2019-2030)
- 7.3.5 Mexico Market Size and Forecast (2019-2030)

8 EUROPE

- 8.1 Europe Fabric Softener Sales Quantity by Type (2019-2030)
- 8.2 Europe Fabric Softener Sales Quantity by Application (2019-2030)
- 8.3 Europe Fabric Softener Market Size by Country
 - 8.3.1 Europe Fabric Softener Sales Quantity by Country (2019-2030)
 - 8.3.2 Europe Fabric Softener Consumption Value by Country (2019-2030)
 - 8.3.3 Germany Market Size and Forecast (2019-2030)
 - 8.3.4 France Market Size and Forecast (2019-2030)
 - 8.3.5 United Kingdom Market Size and Forecast (2019-2030)
 - 8.3.6 Russia Market Size and Forecast (2019-2030)
 - 8.3.7 Italy Market Size and Forecast (2019-2030)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Fabric Softener Sales Quantity by Type (2019-2030)
- 9.2 Asia-Pacific Fabric Softener Sales Quantity by Application (2019-2030)
- 9.3 Asia-Pacific Fabric Softener Market Size by Region
 - 9.3.1 Asia-Pacific Fabric Softener Sales Quantity by Region (2019-2030)
 - 9.3.2 Asia-Pacific Fabric Softener Consumption Value by Region (2019-2030)
 - 9.3.3 China Market Size and Forecast (2019-2030)
 - 9.3.4 Japan Market Size and Forecast (2019-2030)
 - 9.3.5 Korea Market Size and Forecast (2019-2030)
 - 9.3.6 India Market Size and Forecast (2019-2030)
 - 9.3.7 Southeast Asia Market Size and Forecast (2019-2030)
 - 9.3.8 Australia Market Size and Forecast (2019-2030)

10 SOUTH AMERICA

- 10.1 South America Fabric Softener Sales Quantity by Type (2019-2030)
- 10.2 South America Fabric Softener Sales Quantity by Application (2019-2030)
- 10.3 South America Fabric Softener Market Size by Country

- 10.3.1 South America Fabric Softener Sales Quantity by Country (2019-2030)
- 10.3.2 South America Fabric Softener Consumption Value by Country (2019-2030)
- 10.3.3 Brazil Market Size and Forecast (2019-2030)
- 10.3.4 Argentina Market Size and Forecast (2019-2030)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Fabric Softener Sales Quantity by Type (2019-2030)
- 11.2 Middle East & Africa Fabric Softener Sales Quantity by Application (2019-2030)
- 11.3 Middle East & Africa Fabric Softener Market Size by Country
 - 11.3.1 Middle East & Africa Fabric Softener Sales Quantity by Country (2019-2030)
 - 11.3.2 Middle East & Africa Fabric Softener Consumption Value by Country (2019-2030)
 - 11.3.3 Turkey Market Size and Forecast (2019-2030)
 - 11.3.4 Egypt Market Size and Forecast (2019-2030)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2019-2030)
 - 11.3.6 South Africa Market Size and Forecast (2019-2030)

12 MARKET DYNAMICS

- 12.1 Fabric Softener Market Drivers
- 12.2 Fabric Softener Market Restraints
- 12.3 Fabric Softener 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 Fabric Softener and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Fabric Softener
- 13.3 Fabric Softener Production Process
- 13.4 Fabric Softener Industrial Chain

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Fabric Softener Typical Distributors

14.3 Fabric Softener 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 Fabric Softener Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Fabric Softener Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. P&G Basic Information, Manufacturing Base and Competitors

Table 4. P&G Major Business

Table 5. P&G Fabric Softener Product and Services

Table 6. P&G Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 7. P&G Recent Developments/Updates

Table 8. Unilever Basic Information, Manufacturing Base and Competitors

Table 9. Unilever Major Business

Table 10. Unilever Fabric Softener Product and Services

Table 11. Unilever Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 12. Unilever Recent Developments/Updates

Table 13. Church & Dwight Basic Information, Manufacturing Base and Competitors

Table 14. Church & Dwight Major Business

Table 15. Church & Dwight Fabric Softener Product and Services

Table 16. Church & Dwight Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 17. Church & Dwight Recent Developments/Updates

Table 18. Colgate Basic Information, Manufacturing Base and Competitors

Table 19. Colgate Major Business

Table 20. Colgate Fabric Softener Product and Services

Table 21. Colgate Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 22. Colgate Recent Developments/Updates

Table 23. Henkel Basic Information, Manufacturing Base and Competitors

Table 24. Henkel Major Business

Table 25. Henkel Fabric Softener Product and Services

Table 26. Henkel Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 27. Henkel Recent Developments/Updates

Table 28. Ecover Basic Information, Manufacturing Base and Competitors

- Table 29. Ecover Major Business
- Table 30. Ecover Fabric Softener Product and Services
- Table 31. Ecover Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 32. Ecover Recent Developments/Updates
- Table 33. Scjohnson Basic Information, Manufacturing Base and Competitors
- Table 34. Scjohnson Major Business
- Table 35. Scjohnson Fabric Softener Product and Services
- Table 36. Scjohnson Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 37. Scjohnson Recent Developments/Updates
- Table 38. Werner & Mertz Basic Information, Manufacturing Base and Competitors
- Table 39. Werner & Mertz Major Business
- Table 40. Werner & Mertz Fabric Softener Product and Services
- Table 41. Werner & Mertz Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 42. Werner & Mertz Recent Developments/Updates
- Table 43. Sodalis Basic Information, Manufacturing Base and Competitors
- Table 44. Sodalis Major Business
- Table 45. Sodalis Fabric Softener Product and Services
- Table 46. Sodalis Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 47. Sodalis Recent Developments/Updates
- Table 48. KAO Basic Information, Manufacturing Base and Competitors
- Table 49. KAO Major Business
- Table 50. KAO Fabric Softener Product and Services
- Table 51. KAO Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 52. KAO Recent Developments/Updates
- Table 53. Lion Basic Information, Manufacturing Base and Competitors
- Table 54. Lion Major Business
- Table 55. Lion Fabric Softener Product and Services
- Table 56. Lion Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 57. Lion Recent Developments/Updates
- Table 58. Mitsuei Basic Information, Manufacturing Base and Competitors
- Table 59. Mitsuei Major Business
- Table 60. Mitsuei Fabric Softener Product and Services
- Table 61. Mitsuei Fabric Softener Sales Quantity (K MT), Average Price (USD/MT),

Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 62. Mitsuei Recent Developments/Updates

Table 63. Pigeon Basic Information, Manufacturing Base and Competitors

Table 64. Pigeon Major Business

Table 65. Pigeon Fabric Softener Product and Services

Table 66. Pigeon Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 67. Pigeon Recent Developments/Updates

Table 68. AIEn Basic Information, Manufacturing Base and Competitors

Table 69. AIEn Major Business

Table 70. AIEn Fabric Softener Product and Services

Table 71. AIEn Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 72. AIEn Recent Developments/Updates

Table 73. Blue Moon Basic Information, Manufacturing Base and Competitors

Table 74. Blue Moon Major Business

Table 75. Blue Moon Fabric Softener Product and Services

Table 76. Blue Moon Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 77. Blue Moon Recent Developments/Updates

Table 78. Lvsan Basic Information, Manufacturing Base and Competitors

Table 79. Lvsan Major Business

Table 80. Lvsan Fabric Softener Product and Services

Table 81. Lvsan Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 82. Lvsan Recent Developments/Updates

Table 83. Liby Basic Information, Manufacturing Base and Competitors

Table 84. Liby Major Business

Table 85. Liby Fabric Softener Product and Services

Table 86. Liby Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 87. Liby Recent Developments/Updates

Table 88. Yipinjing Basic Information, Manufacturing Base and Competitors

Table 89. Yipinjing Major Business

Table 90. Yipinjing Fabric Softener Product and Services

Table 91. Yipinjing Fabric Softener Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 92. Yipinjing Recent Developments/Updates

Table 93. Global Fabric Softener Sales Quantity by Manufacturer (2019-2024) & (K MT)

Table 94. Global Fabric Softener Revenue by Manufacturer (2019-2024) & (USD Million)

Table 95. Global Fabric Softener Average Price by Manufacturer (2019-2024) & (USD/MT)

Table 96. Market Position of Manufacturers in Fabric Softener, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2023

Table 97. Head Office and Fabric Softener Production Site of Key Manufacturer

Table 98. Fabric Softener Market: Company Product Type Footprint

Table 99. Fabric Softener Market: Company Product Application Footprint

Table 100. Fabric Softener New Market Entrants and Barriers to Market Entry

Table 101. Fabric Softener Mergers, Acquisition, Agreements, and Collaborations

Table 102. Global Fabric Softener Sales Quantity by Region (2019-2024) & (K MT)

Table 103. Global Fabric Softener Sales Quantity by Region (2025-2030) & (K MT)

Table 104. Global Fabric Softener Consumption Value by Region (2019-2024) & (USD Million)

Table 105. Global Fabric Softener Consumption Value by Region (2025-2030) & (USD Million)

Table 106. Global Fabric Softener Average Price by Region (2019-2024) & (USD/MT)

Table 107. Global Fabric Softener Average Price by Region (2025-2030) & (USD/MT)

Table 108. Global Fabric Softener Sales Quantity by Type (2019-2024) & (K MT)

Table 109. Global Fabric Softener Sales Quantity by Type (2025-2030) & (K MT)

Table 110. Global Fabric Softener Consumption Value by Type (2019-2024) & (USD Million)

Table 111. Global Fabric Softener Consumption Value by Type (2025-2030) & (USD Million)

Table 112. Global Fabric Softener Average Price by Type (2019-2024) & (USD/MT)

Table 113. Global Fabric Softener Average Price by Type (2025-2030) & (USD/MT)

Table 114. Global Fabric Softener Sales Quantity by Application (2019-2024) & (K MT)

Table 115. Global Fabric Softener Sales Quantity by Application (2025-2030) & (K MT)

Table 116. Global Fabric Softener Consumption Value by Application (2019-2024) & (USD Million)

Table 117. Global Fabric Softener Consumption Value by Application (2025-2030) & (USD Million)

Table 118. Global Fabric Softener Average Price by Application (2019-2024) & (USD/MT)

Table 119. Global Fabric Softener Average Price by Application (2025-2030) & (USD/MT)

Table 120. North America Fabric Softener Sales Quantity by Type (2019-2024) & (K MT)

Table 121. North America Fabric Softener Sales Quantity by Type (2025-2030) & (K MT)

Table 122. North America Fabric Softener Sales Quantity by Application (2019-2024) & (K MT)

Table 123. North America Fabric Softener Sales Quantity by Application (2025-2030) & (K MT)

Table 124. North America Fabric Softener Sales Quantity by Country (2019-2024) & (K MT)

Table 125. North America Fabric Softener Sales Quantity by Country (2025-2030) & (K MT)

Table 126. North America Fabric Softener Consumption Value by Country (2019-2024) & (USD Million)

Table 127. North America Fabric Softener Consumption Value by Country (2025-2030) & (USD Million)

Table 128. Europe Fabric Softener Sales Quantity by Type (2019-2024) & (K MT)

Table 129. Europe Fabric Softener Sales Quantity by Type (2025-2030) & (K MT)

Table 130. Europe Fabric Softener Sales Quantity by Application (2019-2024) & (K MT)

Table 131. Europe Fabric Softener Sales Quantity by Application (2025-2030) & (K MT)

Table 132. Europe Fabric Softener Sales Quantity by Country (2019-2024) & (K MT)

Table 133. Europe Fabric Softener Sales Quantity by Country (2025-2030) & (K MT)

Table 134. Europe Fabric Softener Consumption Value by Country (2019-2024) & (USD Million)

Table 135. Europe Fabric Softener Consumption Value by Country (2025-2030) & (USD Million)

Table 136. Asia-Pacific Fabric Softener Sales Quantity by Type (2019-2024) & (K MT)

Table 137. Asia-Pacific Fabric Softener Sales Quantity by Type (2025-2030) & (K MT)

Table 138. Asia-Pacific Fabric Softener Sales Quantity by Application (2019-2024) & (K MT)

Table 139. Asia-Pacific Fabric Softener Sales Quantity by Application (2025-2030) & (K MT)

Table 140. Asia-Pacific Fabric Softener Sales Quantity by Region (2019-2024) & (K MT)

Table 141. Asia-Pacific Fabric Softener Sales Quantity by Region (2025-2030) & (K MT)

Table 142. Asia-Pacific Fabric Softener Consumption Value by Region (2019-2024) & (USD Million)

Table 143. Asia-Pacific Fabric Softener Consumption Value by Region (2025-2030) & (USD Million)

Table 144. South America Fabric Softener Sales Quantity by Type (2019-2024) & (K MT)

Table 145. South America Fabric Softener Sales Quantity by Type (2025-2030) & (K

MT)

Table 146. South America Fabric Softener Sales Quantity by Application (2019-2024) & (K MT)

Table 147. South America Fabric Softener Sales Quantity by Application (2025-2030) & (K MT)

Table 148. South America Fabric Softener Sales Quantity by Country (2019-2024) & (K MT)

Table 149. South America Fabric Softener Sales Quantity by Country (2025-2030) & (K MT)

Table 150. South America Fabric Softener Consumption Value by Country (2019-2024) & (USD Million)

Table 151. South America Fabric Softener Consumption Value by Country (2025-2030) & (USD Million)

Table 152. Middle East & Africa Fabric Softener Sales Quantity by Type (2019-2024) & (K MT)

Table 153. Middle East & Africa Fabric Softener Sales Quantity by Type (2025-2030) & (K MT)

Table 154. Middle East & Africa Fabric Softener Sales Quantity by Application (2019-2024) & (K MT)

Table 155. Middle East & Africa Fabric Softener Sales Quantity by Application (2025-2030) & (K MT)

Table 156. Middle East & Africa Fabric Softener Sales Quantity by Region (2019-2024) & (K MT)

Table 157. Middle East & Africa Fabric Softener Sales Quantity by Region (2025-2030) & (K MT)

Table 158. Middle East & Africa Fabric Softener Consumption Value by Region (2019-2024) & (USD Million)

Table 159. Middle East & Africa Fabric Softener Consumption Value by Region (2025-2030) & (USD Million)

Table 160. Fabric Softener Raw Material

Table 161. Key Manufacturers of Fabric Softener Raw Materials

Table 162. Fabric Softener Typical Distributors

Table 163. Fabric Softener Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Fabric Softener Picture

Figure 2. Global Fabric Softener Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Fabric Softener Consumption Value Market Share by Type in 2023

Figure 4. Liquid Fabric Softener Examples

Figure 5. Fabric Softener Sheets Examples

Figure 6. Global Fabric Softener Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Figure 7. Global Fabric Softener Consumption Value Market Share by Application in 2023

Figure 8. Supermarket Examples

Figure 9. Store Examples

Figure 10. Global Fabric Softener Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 11. Global Fabric Softener Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 12. Global Fabric Softener Sales Quantity (2019-2030) & (K MT)

Figure 13. Global Fabric Softener Average Price (2019-2030) & (USD/MT)

Figure 14. Global Fabric Softener Sales Quantity Market Share by Manufacturer in 2023

Figure 15. Global Fabric Softener Consumption Value Market Share by Manufacturer in 2023

Figure 16. Producer Shipments of Fabric Softener by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2023

Figure 17. Top 3 Fabric Softener Manufacturer (Consumption Value) Market Share in 2023

Figure 18. Top 6 Fabric Softener Manufacturer (Consumption Value) Market Share in 2023

Figure 19. Global Fabric Softener Sales Quantity Market Share by Region (2019-2030)

Figure 20. Global Fabric Softener Consumption Value Market Share by Region (2019-2030)

Figure 21. North America Fabric Softener Consumption Value (2019-2030) & (USD Million)

Figure 22. Europe Fabric Softener Consumption Value (2019-2030) & (USD Million)

Figure 23. Asia-Pacific Fabric Softener Consumption Value (2019-2030) & (USD Million)

Figure 24. South America Fabric Softener Consumption Value (2019-2030) & (USD Million)

Million)

Figure 25. Middle East & Africa Fabric Softener Consumption Value (2019-2030) & (USD Million)

Figure 26. Global Fabric Softener Sales Quantity Market Share by Type (2019-2030)

Figure 27. Global Fabric Softener Consumption Value Market Share by Type (2019-2030)

Figure 28. Global Fabric Softener Average Price by Type (2019-2030) & (USD/MT)

Figure 29. Global Fabric Softener Sales Quantity Market Share by Application (2019-2030)

Figure 30. Global Fabric Softener Consumption Value Market Share by Application (2019-2030)

Figure 31. Global Fabric Softener Average Price by Application (2019-2030) & (USD/MT)

Figure 32. North America Fabric Softener Sales Quantity Market Share by Type (2019-2030)

Figure 33. North America Fabric Softener Sales Quantity Market Share by Application (2019-2030)

Figure 34. North America Fabric Softener Sales Quantity Market Share by Country (2019-2030)

Figure 35. North America Fabric Softener Consumption Value Market Share by Country (2019-2030)

Figure 36. United States Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 37. Canada Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 38. Mexico Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 39. Europe Fabric Softener Sales Quantity Market Share by Type (2019-2030)

Figure 40. Europe Fabric Softener Sales Quantity Market Share by Application (2019-2030)

Figure 41. Europe Fabric Softener Sales Quantity Market Share by Country (2019-2030)

Figure 42. Europe Fabric Softener Consumption Value Market Share by Country (2019-2030)

Figure 43. Germany Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 44. France Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 45. United Kingdom Fabric Softener Consumption Value and Growth Rate

(2019-2030) & (USD Million)

Figure 46. Russia Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 47. Italy Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 48. Asia-Pacific Fabric Softener Sales Quantity Market Share by Type (2019-2030)

Figure 49. Asia-Pacific Fabric Softener Sales Quantity Market Share by Application (2019-2030)

Figure 50. Asia-Pacific Fabric Softener Sales Quantity Market Share by Region (2019-2030)

Figure 51. Asia-Pacific Fabric Softener Consumption Value Market Share by Region (2019-2030)

Figure 52. China Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 53. Japan Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 54. Korea Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 55. India Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 56. Southeast Asia Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 57. Australia Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 58. South America Fabric Softener Sales Quantity Market Share by Type (2019-2030)

Figure 59. South America Fabric Softener Sales Quantity Market Share by Application (2019-2030)

Figure 60. South America Fabric Softener Sales Quantity Market Share by Country (2019-2030)

Figure 61. South America Fabric Softener Consumption Value Market Share by Country (2019-2030)

Figure 62. Brazil Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 63. Argentina Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 64. Middle East & Africa Fabric Softener Sales Quantity Market Share by Type (2019-2030)

Figure 65. Middle East & Africa Fabric Softener Sales Quantity Market Share by Application (2019-2030)

Figure 66. Middle East & Africa Fabric Softener Sales Quantity Market Share by Region (2019-2030)

Figure 67. Middle East & Africa Fabric Softener Consumption Value Market Share by Region (2019-2030)

Figure 68. Turkey Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 69. Egypt Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 70. Saudi Arabia Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 71. South Africa Fabric Softener Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 72. Fabric Softener Market Drivers

Figure 73. Fabric Softener Market Restraints

Figure 74. Fabric Softener Market Trends

Figure 75. Porters Five Forces Analysis

Figure 76. Manufacturing Cost Structure Analysis of Fabric Softener in 2023

Figure 77. Manufacturing Process Analysis of Fabric Softener

Figure 78. Fabric Softener Industrial Chain

Figure 79. Sales Quantity Channel: Direct to End-User vs Distributors

Figure 80. Direct Channel Pros & Cons

Figure 81. Indirect Channel Pros & Cons

Figure 82. Methodology

Figure 83. Research Process and Data Source

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