

Global Fabric Softener Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Fabric Softener market size was valued at US\$ 8781 million in 2024 and is forecast to a readjusted size of USD 10580 million by 2031 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%.

This report is a detailed and comprehensive analysis for global Fabric Softener market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. 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 Fabric Softener market size and forecasts, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Fabric Softener market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Fabric Softener market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Fabric Softener market shares of main players, shipments in revenue (\$ Million), sales quantity (K MT), and ASP (USD/MT), 2020-2025

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 Fabric Softener

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 Fabric Softener 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 P&G, Unilever, Church & Dwight, Colgate, Henkel, Ecover, Scjohnson, Werner & Mertz, Sodalis, KAO, etc.

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

Market Segmentation

Fabric Softener market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

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 quantity, revenue, and global market share of Fabric Softener from 2020 to 2025.

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 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

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 2020 to 2025. and Fabric Softener market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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.

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