

# Global Laundry Additives Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Laundry Additives market size is expected to reach \$ 2820 million by 2032, rising at a market growth of 3.8% CAGR during the forecast period (2026-2032).

Laundry Additives are supplemental chemical or biological agents added to laundry processes to enhance cleaning performance, remove stains, eliminate odors, soften fabrics, brighten colors, protect fibers, and improve overall washing efficiency beyond what standard detergents can achieve.

The laundry additives industry chain begins upstream with producers of surfactants, enzymes, optical brighteners, chelating agents, polymers, fragrances, encapsulation materials, and packaging components, continues midstream with chemical formulators and manufacturers that blend, process, stabilize, perfume, color, encapsulate, and package additives into liquid, powder, and gel formats, and ends downstream with detergent brand owners, distributors, online and offline retailers, commercial laundry service providers, hospitality and healthcare operators, and household consumers who integrate additives into wash cycles to improve fabric care, stain removal, and overall cleaning performance.

Current projects under construction and planned include expansions of enzyme fermentation capacities by major biosolution companies, investments in bio-based surfactant plants across Europe and Asia, development of new polymer soil-release technologies, establishment of specialty additive production facilities in emerging markets, modernization of fragrance encapsulation lines, regionalization of supply chains to reduce dependency on imported intermediates, sustainability-driven R&D initiatives for biodegradable and low-chemical-load additives, and collaborations between detergent brands and chemical producers to create premium, high-performance laundry additive formulations for global consumer and commercial markets.

2025 Global Market Average Gross Profit Margin: 22%.

The laundry additives market is expanding steadily as consumers and commercial laundry operators increasingly demand enhanced washing performance, fabric care, and odor control. Growth is driven by rising urbanization, higher disposable incomes, and a shift toward premium laundry routines that incorporate specialized boosters beyond traditional detergents. Significant innovation is occurring in enzyme-based and bio-based additives as sustainability becomes a major purchasing factor in both developed and emerging regions.

Asia-Pacific represents the largest growth region due to rapid population expansion, modern retail penetration, and increased use of washing machines. North America and Europe lead the premium segment, with strong adoption of fragrance beads, color protectants, and advanced stain removers. Market opportunities continue to emerge from commercial and industrial laundry sectors, including healthcare and hospitality, where hygiene requirements and high wash frequency drive demand for high-performance additive formulations. However, the industry faces risks such as raw material price volatility, tightening environmental regulations on chemicals, and growing scrutiny of microplastics and non-biodegradable polymers.

Competitive dynamics are influenced by innovation in encapsulated fragrances, enzyme efficiency, and multifunctional additive systems. Leading chemical producers are focusing on digital formulation tools and modular additive systems to support detergent manufacturers seeking faster product development cycles. In addition, small niche brands offering eco-friendly laundry boosters are gaining traction, challenging established mass-market products.

Overall, the market is transitioning toward more sustainable, high-performance, and value-added formulations that address specific cleaning challenges and evolving consumer preferences.

This report studies the global Laundry Additives demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Laundry Additives, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Laundry Additives that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Laundry Additives total market, 2021-2032, (USD Million)

Global Laundry Additives total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Laundry Additives total market, key domestic companies, and share, (USD Million)

Global Laundry Additives revenue by player, revenue and market share 2021-2026,

(USD Million)

Global Laundry Additives total market by Type, CAGR, 2021-2032, (USD Million)

Global Laundry Additives total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Laundry Additives market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include BASF, Croda, Evonik, Solvay, Clariant, Stepan, Huntsman, Ashland, Novonosis Novozymes, IFF, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Laundry Additives market

**Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Laundry Additives Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Laundry Additives Market, Segmentation by Type:

Surfactant-Based Additives

Enzyme-Based Additives

Polymer-Based Additives

Fragrance-Based Additives

Others

Global Laundry Additives Market, Segmentation by Functional Category:

Stain Removal Additives

Fabric Softening Additives

Color Protection Additives

Odor Control Additives

Others

Global Laundry Additives Market, Segmentation by Laundry Physical Form:

Liquid

Powder

Gel

Capsule/Bead

Others

Global Laundry Additives Market, Segmentation by Application:

Household Washing

Commercial Washing

Industrial Textile Washing

Hospitality & Healthcare Laundry

Others

**Companies Profiled:**

BASF

Croda

Evonik

Solvay

Clariant

Stepan

Huntsman

Ashland

Novonosis Novozymes

IFF

Lubrizol

Nouryon

DOW

Kao

### Key Questions Answered

1. How big is the global Laundry Additives market?
2. What is the demand of the global Laundry Additives market?
3. What is the year over year growth of the global Laundry Additives market?
4. What is the total value of the global Laundry Additives market?
5. Who are the Major Players in the global Laundry Additives market?
6. What are the growth factors driving the market demand?

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