

Global Laundry Capsules 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 Laundry Capsules market size was valued at USD 4829.3 million in 2023 and is forecast to a readjusted size of USD 9039.5 million by 2030 with a CAGR of 9.4% during review period.

Laundry Capsules are water-soluble pouches containing highly concentrated laundry detergent.

The chemistry of laundry detergent capsules is the same as in liquid detergents (including alkylbenzenesulfonates). The dissolvable packets are typically made of polyvinylalcohol (PVA) or a derivative of PVA. Although the formulas are similar, a detergent pack's liquids may contain 10% water compared to 50% in liquid detergents.

Global core laundry capsules manufacturers include Procter & Gamble, Henkel, Unilever etc. The top 5 companies hold a share about 40%. North America is the largest market, with a share about 40%, followed by Europe and Asia Pacific with the share about 30% and 20%. In terms of product, bio laundry detergent is the largest segment, with a share over 90%. And in terms of application, the largest application is household, followed by commercial.

The Global Info Research report includes an overview of the development of the Laundry Capsules industry chain, the market status of Household (Bio Laundry Detergent, Non-Bio Laundry Detergent), Commercial (Bio Laundry Detergent, Non-Bio Laundry Detergent), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Laundry Capsules.

Regionally, the report analyzes the Laundry Capsules 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 Laundry Capsules market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Laundry Capsules 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 Laundry Capsules 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., Bio Laundry Detergent, Non-Bio Laundry Detergent).

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 Laundry Capsules market.

Regional Analysis: The report involves examining the Laundry Capsules 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 Laundry Capsules market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Laundry Capsules:

Company Analysis: Report covers individual Laundry Capsules 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 Laundry Capsules. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Household, Commercial).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Laundry Capsules 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

Laundry Capsules 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

Bio Laundry Detergent

Non-Bio Laundry Detergent

Market segment by Application

Household

Commercial

Major players covered

Procter & Gamble

Henkel

Unilever

Church & Dwight

Clorox Company

Colgate

Libby

Whealthfields Lohmann

Nice Group

Lonkey

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 Laundry Capsules product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Laundry Capsules 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 Laundry Capsules 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 Laundry Capsules.

Chapter 14 and 15, to describe Laundry Capsules sales channel, distributors, customers, research findings and conclusion.

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