

# Global Laundry Detergent Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G37CC332475EN.html>

Date: January 2024

Pages: 126

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

ID: G37CC332475EN

## Abstracts

According to our (Global Info Research) latest study, the global Laundry Detergent market size was valued at USD 54280 million in 2023 and is forecast to a readjusted size of USD 51780 million by 2030 with a CAGR of -0.7% during review period.

Laundry detergent is a type of detergent (For cleaning, softening and color protection) that is added for cleaning laundry, commonly mixtures of chemical compounds. Laundry detergent can be divided into laundry powder, liquid laundry detergent and Softener.

Linear alkyl benzene sulfuric acid (LABSA), sodium hydroxide are the main raw materials. Manufacturing companies purchase materials from the large-sized raw materials manufacturers and distributors.

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

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

Key Features:

The report presents comprehensive understanding of the Laundry Detergent 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 Detergent 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., Powder Detergent, Liquid 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 Detergent market.

**Regional Analysis:** The report involves examining the Laundry Detergent 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 Detergent 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 Detergent:

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

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Laundry Detergent 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 Detergent 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

Powder Detergent

Liquid Detergent

#### Market segment by Application

Home Use

Commercial Use

#### Major players covered

P&G

Unilever

Henkel

Church&Dwight

Kao

Lion

Reckitt Benckiser

Clorox

Liby

Nice

Blue Moon

Shanghai White Cat

Pangkam

NaFine

Lam Soon

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 Detergent product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Laundry Detergent 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 Detergent 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 Detergent.

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

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