

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

<https://marketpublishers.com/r/G049C27690CEN.html>

Date: August 2024

Pages: 111

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

ID: G049C27690CEN

## Abstracts

According to our (Global Info Research) latest study, the global Laundry Pods market size was valued at USD 4828.9 million in 2023 and is forecast to a readjusted size of USD 9038.7 million by 2030 with a CAGR of 9.4% during review period.

Laundry Pods 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.

Key driver in the laundry capsules market is the growing demand for convenience and ease of use, as consumers seek time-saving solutions for their laundry chores. Additionally, the rising awareness of hygiene and cleanliness, especially in light of global health concerns, drives the demand for effective laundry practices provided by laundry capsules. However, challenges such as the need for consumer education regarding proper usage and safety, price sensitivity among certain consumer segments, environmental concerns related to packaging waste and disposal, and the need for regulatory compliance pose obstacles to the industry. Overcoming these challenges while capitalizing on the market drivers is crucial for manufacturers to succeed in the laundry capsules market.

The Global Info Research report includes an overview of the development of the Laundry Pods industry chain, the market status of Household (Non-Bio Laundry Detergent, Bio Laundry Detergent), Commercial (Non-Bio Laundry Detergent, 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 Pods.

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

#### Key Features:

The report presents comprehensive understanding of the Laundry Pods 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 Pods 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., Non-Bio Laundry Detergent, 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 Pods market.

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

**Company Analysis:** Report covers individual Laundry Pods 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 Pods. 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 Pods. It assesses the current state, advancements, and potential future developments in Laundry Pods areas.

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

Non-Bio Laundry Detergent

Bio Laundry Detergent

### Market segment by Application

Household

Commercial

## Major players covered

Procter & Gamble

Henkel

Unilever

Church & Dwight

Clorox Company

Colgate-Palmolive

Libby

Whealth 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 Pods product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Laundry Pods 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 Pods 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 Pods.

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

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope of Laundry Pods

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Laundry Pods Consumption Value by Type: 2019 Versus 2023 Versus 2030

1.3.2 Non-Bio Laundry Detergent

1.3.3 Bio Laundry Detergent

1.4 Market Analysis by Application

1.4.1 Overview: Global Laundry Pods Consumption Value by Application: 2019 Versus 2023 Versus 2030

1.4.2 Household

1.4.3 Commercial

1.5 Global Laundry Pods Market Size & Forecast

1.5.1 Global Laundry Pods Consumption Value (2019 & 2023 & 2030)

1.5.2 Global Laundry Pods Sales Quantity (2019-2030)

1.5.3 Global Laundry Pods Average Price (2019-2030)

### 2 MANUFACTURERS PROFILES

2.1 Procter & Gamble

2.1.1 Procter & Gamble Details

2.1.2 Procter & Gamble Major Business

2.1.3 Procter & Gamble Laundry Pods Product and Services

2.1.4 Procter & Gamble Laundry Pods Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.1.5 Procter & Gamble Recent Developments/Updates

2.2 Henkel

2.2.1 Henkel Details

2.2.2 Henkel Major Business

2.2.3 Henkel Laundry Pods Product and Services

2.2.4 Henkel Laundry Pods Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.2.5 Henkel Recent Developments/Updates

2.3 Unilever

2.3.1 Unilever Details

- 2.3.2 Unilever Major Business
- 2.3.3 Unilever Laundry Pods Product and Services
- 2.3.4 Unilever Laundry Pods Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.3.5 Unilever Recent Developments/Updates
- 2.4 Church & Dwight
  - 2.4.1 Church & Dwight Details
  - 2.4.2 Church & Dwight Major Business
  - 2.4.3 Church & Dwight Laundry Pods Product and Services
  - 2.4.4 Church & Dwight Laundry Pods Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.4.5 Church & Dwight Recent Developments/Updates
- 2.5 Clorox Company
  - 2.5.1 Clorox Company Details
  - 2.5.2 Clorox Company Major Business
  - 2.5.3 Clorox Company Laundry Pods Product and Services
  - 2.5.4 Clorox Company Laundry Pods Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.5.5 Clorox Company Recent Developments/Updates
- 2.6 Colgate-Palmolive
  - 2.6.1 Colgate-Palmolive Details
  - 2.6.2 Colgate-Palmolive Major Business
  - 2.6.3 Colgate-Palmolive Laundry Pods Product and Services
  - 2.6.4 Colgate-Palmolive Laundry Pods Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.6.5 Colgate-Palmolive Recent Developments/Updates
- 2.7 Liby
  - 2.7.1 Liby Details
  - 2.7.2 Liby Major Business
  - 2.7.3 Liby Laundry Pods Product and Services
  - 2.7.4 Liby Laundry Pods Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.7.5 Liby Recent Developments/Updates
- 2.8 Whealth Lohmann
  - 2.8.1 Whealth Lohmann Details
  - 2.8.2 Whealth Lohmann Major Business
  - 2.8.3 Whealth Lohmann Laundry Pods Product and Services
  - 2.8.4 Whealth Lohmann Laundry Pods Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)



- 2.8.5 Whealth Lohmann Recent Developments/Updates
- 2.9 Nice Group
  - 2.9.1 Nice Group Details
  - 2.9.2 Nice Group Major Business
  - 2.9.3 Nice Group Laundry Pods Product and Services
  - 2.9.4 Nice Group Laundry Pods Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.9.5 Nice Group Recent Developments/Updates
- 2.10 LONKEY
  - 2.10.1 LONKEY Details
  - 2.10.2 LONKEY Major Business
  - 2.10.3 LONKEY Laundry Pods Product and Services
  - 2.10.4 LONKEY Laundry Pods Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.10.5 LONKEY Recent Developments/Updates

### **3 COMPETITIVE ENVIRONMENT: LAUNDRY PODS BY MANUFACTURER**

- 3.1 Global Laundry Pods Sales Quantity by Manufacturer (2019-2024)
- 3.2 Global Laundry Pods Revenue by Manufacturer (2019-2024)
- 3.3 Global Laundry Pods Average Price by Manufacturer (2019-2024)
- 3.4 Market Share Analysis (2023)
  - 3.4.1 Producer Shipments of Laundry Pods by Manufacturer Revenue (\$MM) and Market Share (%): 2023
  - 3.4.2 Top 3 Laundry Pods Manufacturer Market Share in 2023
  - 3.4.2 Top 6 Laundry Pods Manufacturer Market Share in 2023
- 3.5 Laundry Pods Market: Overall Company Footprint Analysis
  - 3.5.1 Laundry Pods Market: Region Footprint
  - 3.5.2 Laundry Pods Market: Company Product Type Footprint
  - 3.5.3 Laundry Pods 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 Laundry Pods Market Size by Region
  - 4.1.1 Global Laundry Pods Sales Quantity by Region (2019-2030)
  - 4.1.2 Global Laundry Pods Consumption Value by Region (2019-2030)
  - 4.1.3 Global Laundry Pods Average Price by Region (2019-2030)



- 4.2 North America Laundry Pods Consumption Value (2019-2030)
- 4.3 Europe Laundry Pods Consumption Value (2019-2030)
- 4.4 Asia-Pacific Laundry Pods Consumption Value (2019-2030)
- 4.5 South America Laundry Pods Consumption Value (2019-2030)
- 4.6 Middle East and Africa Laundry Pods Consumption Value (2019-2030)

## **5 MARKET SEGMENT BY TYPE**

- 5.1 Global Laundry Pods Sales Quantity by Type (2019-2030)
- 5.2 Global Laundry Pods Consumption Value by Type (2019-2030)
- 5.3 Global Laundry Pods Average Price by Type (2019-2030)

## **6 MARKET SEGMENT BY APPLICATION**

- 6.1 Global Laundry Pods Sales Quantity by Application (2019-2030)
- 6.2 Global Laundry Pods Consumption Value by Application (2019-2030)
- 6.3 Global Laundry Pods Average Price by Application (2019-2030)

## **7 NORTH AMERICA**

- 7.1 North America Laundry Pods Sales Quantity by Type (2019-2030)
- 7.2 North America Laundry Pods Sales Quantity by Application (2019-2030)
- 7.3 North America Laundry Pods Market Size by Country
  - 7.3.1 North America Laundry Pods Sales Quantity by Country (2019-2030)
  - 7.3.2 North America Laundry Pods 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 Laundry Pods Sales Quantity by Type (2019-2030)
- 8.2 Europe Laundry Pods Sales Quantity by Application (2019-2030)
- 8.3 Europe Laundry Pods Market Size by Country
  - 8.3.1 Europe Laundry Pods Sales Quantity by Country (2019-2030)
  - 8.3.2 Europe Laundry Pods 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 Laundry Pods Sales Quantity by Type (2019-2030)

9.2 Asia-Pacific Laundry Pods Sales Quantity by Application (2019-2030)

9.3 Asia-Pacific Laundry Pods Market Size by Region

9.3.1 Asia-Pacific Laundry Pods Sales Quantity by Region (2019-2030)

9.3.2 Asia-Pacific Laundry Pods 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 Laundry Pods Sales Quantity by Type (2019-2030)

10.2 South America Laundry Pods Sales Quantity by Application (2019-2030)

10.3 South America Laundry Pods Market Size by Country

10.3.1 South America Laundry Pods Sales Quantity by Country (2019-2030)

10.3.2 South America Laundry Pods 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 Laundry Pods Sales Quantity by Type (2019-2030)

11.2 Middle East & Africa Laundry Pods Sales Quantity by Application (2019-2030)

11.3 Middle East & Africa Laundry Pods Market Size by Country

11.3.1 Middle East & Africa Laundry Pods Sales Quantity by Country (2019-2030)

11.3.2 Middle East & Africa Laundry Pods 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 Laundry Pods Market Drivers
- 12.2 Laundry Pods Market Restraints
- 12.3 Laundry Pods 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 Laundry Pods and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Laundry Pods
- 13.3 Laundry Pods Production Process
- 13.4 Laundry Pods Industrial Chain

## **14 SHIPMENTS BY DISTRIBUTION CHANNEL**

- 14.1 Sales Channel
  - 14.1.1 Direct to End-User
  - 14.1.2 Distributors
- 14.2 Laundry Pods Typical Distributors
- 14.3 Laundry Pods 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 Laundry Pods Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

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

Table 3. Procter & Gamble Basic Information, Manufacturing Base and Competitors

Table 4. Procter & Gamble Major Business

Table 5. Procter & Gamble Laundry Pods Product and Services

Table 6. Procter & Gamble Laundry Pods Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 7. Procter & Gamble Recent Developments/Updates

Table 8. Henkel Basic Information, Manufacturing Base and Competitors

Table 9. Henkel Major Business

Table 10. Henkel Laundry Pods Product and Services

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

Table 12. Henkel Recent Developments/Updates

Table 13. Unilever Basic Information, Manufacturing Base and Competitors

Table 14. Unilever Major Business

Table 15. Unilever Laundry Pods Product and Services

Table 16. Unilever Laundry Pods Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 17. Unilever Recent Developments/Updates

Table 18. Church & Dwight Basic Information, Manufacturing Base and Competitors

Table 19. Church & Dwight Major Business

Table 20. Church & Dwight Laundry Pods Product and Services

Table 21. Church & Dwight Laundry Pods Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 22. Church & Dwight Recent Developments/Updates

Table 23. Clorox Company Basic Information, Manufacturing Base and Competitors

Table 24. Clorox Company Major Business

Table 25. Clorox Company Laundry Pods Product and Services

Table 26. Clorox Company Laundry Pods Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 27. Clorox Company Recent Developments/Updates

Table 28. Colgate-Palmolive Basic Information, Manufacturing Base and Competitors

- Table 29. Colgate-Palmolive Major Business
- Table 30. Colgate-Palmolive Laundry Pods Product and Services
- Table 31. Colgate-Palmolive Laundry Pods Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 32. Colgate-Palmolive Recent Developments/Updates
- Table 33. Liby Basic Information, Manufacturing Base and Competitors
- Table 34. Liby Major Business
- Table 35. Liby Laundry Pods Product and Services
- Table 36. Liby Laundry Pods Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 37. Liby Recent Developments/Updates
- Table 38. Whealth Lohmann Basic Information, Manufacturing Base and Competitors
- Table 39. Whealth Lohmann Major Business
- Table 40. Whealth Lohmann Laundry Pods Product and Services
- Table 41. Whealth Lohmann Laundry Pods Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 42. Whealth Lohmann Recent Developments/Updates
- Table 43. Nice Group Basic Information, Manufacturing Base and Competitors
- Table 44. Nice Group Major Business
- Table 45. Nice Group Laundry Pods Product and Services
- Table 46. Nice Group Laundry Pods Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 47. Nice Group Recent Developments/Updates
- Table 48. LONKEY Basic Information, Manufacturing Base and Competitors
- Table 49. LONKEY Major Business
- Table 50. LONKEY Laundry Pods Product and Services
- Table 51. LONKEY Laundry Pods Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 52. LONKEY Recent Developments/Updates
- Table 53. Global Laundry Pods Sales Quantity by Manufacturer (2019-2024) & (K MT)
- Table 54. Global Laundry Pods Revenue by Manufacturer (2019-2024) & (USD Million)
- Table 55. Global Laundry Pods Average Price by Manufacturer (2019-2024) & (USD/MT)
- Table 56. Market Position of Manufacturers in Laundry Pods, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2023
- Table 57. Head Office and Laundry Pods Production Site of Key Manufacturer
- Table 58. Laundry Pods Market: Company Product Type Footprint
- Table 59. Laundry Pods Market: Company Product Application Footprint
- Table 60. Laundry Pods New Market Entrants and Barriers to Market Entry



- Table 61. Laundry Pods Mergers, Acquisition, Agreements, and Collaborations
- Table 62. Global Laundry Pods Sales Quantity by Region (2019-2024) & (K MT)
- Table 63. Global Laundry Pods Sales Quantity by Region (2025-2030) & (K MT)
- Table 64. Global Laundry Pods Consumption Value by Region (2019-2024) & (USD Million)
- Table 65. Global Laundry Pods Consumption Value by Region (2025-2030) & (USD Million)
- Table 66. Global Laundry Pods Average Price by Region (2019-2024) & (USD/MT)
- Table 67. Global Laundry Pods Average Price by Region (2025-2030) & (USD/MT)
- Table 68. Global Laundry Pods Sales Quantity by Type (2019-2024) & (K MT)
- Table 69. Global Laundry Pods Sales Quantity by Type (2025-2030) & (K MT)
- Table 70. Global Laundry Pods Consumption Value by Type (2019-2024) & (USD Million)
- Table 71. Global Laundry Pods Consumption Value by Type (2025-2030) & (USD Million)
- Table 72. Global Laundry Pods Average Price by Type (2019-2024) & (USD/MT)
- Table 73. Global Laundry Pods Average Price by Type (2025-2030) & (USD/MT)
- Table 74. Global Laundry Pods Sales Quantity by Application (2019-2024) & (K MT)
- Table 75. Global Laundry Pods Sales Quantity by Application (2025-2030) & (K MT)
- Table 76. Global Laundry Pods Consumption Value by Application (2019-2024) & (USD Million)
- Table 77. Global Laundry Pods Consumption Value by Application (2025-2030) & (USD Million)
- Table 78. Global Laundry Pods Average Price by Application (2019-2024) & (USD/MT)
- Table 79. Global Laundry Pods Average Price by Application (2025-2030) & (USD/MT)
- Table 80. North America Laundry Pods Sales Quantity by Type (2019-2024) & (K MT)
- Table 81. North America Laundry Pods Sales Quantity by Type (2025-2030) & (K MT)
- Table 82. North America Laundry Pods Sales Quantity by Application (2019-2024) & (K MT)
- Table 83. North America Laundry Pods Sales Quantity by Application (2025-2030) & (K MT)
- Table 84. North America Laundry Pods Sales Quantity by Country (2019-2024) & (K MT)
- Table 85. North America Laundry Pods Sales Quantity by Country (2025-2030) & (K MT)
- Table 86. North America Laundry Pods Consumption Value by Country (2019-2024) & (USD Million)
- Table 87. North America Laundry Pods Consumption Value by Country (2025-2030) & (USD Million)

Table 88. Europe Laundry Pods Sales Quantity by Type (2019-2024) & (K MT)

Table 89. Europe Laundry Pods Sales Quantity by Type (2025-2030) & (K MT)

Table 90. Europe Laundry Pods Sales Quantity by Application (2019-2024) & (K MT)

Table 91. Europe Laundry Pods Sales Quantity by Application (2025-2030) & (K MT)

Table 92. Europe Laundry Pods Sales Quantity by Country (2019-2024) & (K MT)

Table 93. Europe Laundry Pods Sales Quantity by Country (2025-2030) & (K MT)

Table 94. Europe Laundry Pods Consumption Value by Country (2019-2024) & (USD Million)

Table 95. Europe Laundry Pods Consumption Value by Country (2025-2030) & (USD Million)

Table 96. Asia-Pacific Laundry Pods Sales Quantity by Type (2019-2024) & (K MT)

Table 97. Asia-Pacific Laundry Pods Sales Quantity by Type (2025-2030) & (K MT)

Table 98. Asia-Pacific Laundry Pods Sales Quantity by Application (2019-2024) & (K MT)

Table 99. Asia-Pacific Laundry Pods Sales Quantity by Application (2025-2030) & (K MT)

Table 100. Asia-Pacific Laundry Pods Sales Quantity by Region (2019-2024) & (K MT)

Table 101. Asia-Pacific Laundry Pods Sales Quantity by Region (2025-2030) & (K MT)

Table 102. Asia-Pacific Laundry Pods Consumption Value by Region (2019-2024) & (USD Million)

Table 103. Asia-Pacific Laundry Pods Consumption Value by Region (2025-2030) & (USD Million)

Table 104. South America Laundry Pods Sales Quantity by Type (2019-2024) & (K MT)

Table 105. South America Laundry Pods Sales Quantity by Type (2025-2030) & (K MT)

Table 106. South America Laundry Pods Sales Quantity by Application (2019-2024) & (K MT)

Table 107. South America Laundry Pods Sales Quantity by Application (2025-2030) & (K MT)

Table 108. South America Laundry Pods Sales Quantity by Country (2019-2024) & (K MT)

Table 109. South America Laundry Pods Sales Quantity by Country (2025-2030) & (K MT)

Table 110. South America Laundry Pods Consumption Value by Country (2019-2024) & (USD Million)

Table 111. South America Laundry Pods Consumption Value by Country (2025-2030) & (USD Million)

Table 112. Middle East & Africa Laundry Pods Sales Quantity by Type (2019-2024) & (K MT)

Table 113. Middle East & Africa Laundry Pods Sales Quantity by Type (2025-2030) &



(K MT)

Table 114. Middle East & Africa Laundry Pods Sales Quantity by Application (2019-2024) & (K MT)

Table 115. Middle East & Africa Laundry Pods Sales Quantity by Application (2025-2030) & (K MT)

Table 116. Middle East & Africa Laundry Pods Sales Quantity by Region (2019-2024) & (K MT)

Table 117. Middle East & Africa Laundry Pods Sales Quantity by Region (2025-2030) & (K MT)

Table 118. Middle East & Africa Laundry Pods Consumption Value by Region (2019-2024) & (USD Million)

Table 119. Middle East & Africa Laundry Pods Consumption Value by Region (2025-2030) & (USD Million)

Table 120. Laundry Pods Raw Material

Table 121. Key Manufacturers of Laundry Pods Raw Materials

Table 122. Laundry Pods Typical Distributors

Table 123. Laundry Pods Typical Customers

## List Of Figures

### LIST OF FIGURES

- Figure 1. Laundry Pods Picture
- Figure 2. Global Laundry Pods Consumption Value by Type, (USD Million), 2019 & 2023 & 2030
- Figure 3. Global Laundry Pods Consumption Value Market Share by Type in 2023
- Figure 4. Non-Bio Laundry Detergent Examples
- Figure 5. Bio Laundry Detergent Examples
- Figure 6. Global Laundry Pods Consumption Value by Application, (USD Million), 2019 & 2023 & 2030
- Figure 7. Global Laundry Pods Consumption Value Market Share by Application in 2023
- Figure 8. Household Examples
- Figure 9. Commercial Examples
- Figure 10. Global Laundry Pods Consumption Value, (USD Million): 2019 & 2023 & 2030
- Figure 11. Global Laundry Pods Consumption Value and Forecast (2019-2030) & (USD Million)
- Figure 12. Global Laundry Pods Sales Quantity (2019-2030) & (K MT)
- Figure 13. Global Laundry Pods Average Price (2019-2030) & (USD/MT)
- Figure 14. Global Laundry Pods Sales Quantity Market Share by Manufacturer in 2023
- Figure 15. Global Laundry Pods Consumption Value Market Share by Manufacturer in 2023
- Figure 16. Producer Shipments of Laundry Pods by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2023
- Figure 17. Top 3 Laundry Pods Manufacturer (Consumption Value) Market Share in 2023
- Figure 18. Top 6 Laundry Pods Manufacturer (Consumption Value) Market Share in 2023
- Figure 19. Global Laundry Pods Sales Quantity Market Share by Region (2019-2030)
- Figure 20. Global Laundry Pods Consumption Value Market Share by Region (2019-2030)
- Figure 21. North America Laundry Pods Consumption Value (2019-2030) & (USD Million)
- Figure 22. Europe Laundry Pods Consumption Value (2019-2030) & (USD Million)
- Figure 23. Asia-Pacific Laundry Pods Consumption Value (2019-2030) & (USD Million)
- Figure 24. South America Laundry Pods Consumption Value (2019-2030) & (USD Million)

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

Figure 26. Global Laundry Pods Sales Quantity Market Share by Type (2019-2030)

Figure 27. Global Laundry Pods Consumption Value Market Share by Type (2019-2030)

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

Figure 29. Global Laundry Pods Sales Quantity Market Share by Application (2019-2030)

Figure 30. Global Laundry Pods Consumption Value Market Share by Application (2019-2030)

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

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

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

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

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

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

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

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

Figure 39. Europe Laundry Pods Sales Quantity Market Share by Type (2019-2030)

Figure 40. Europe Laundry Pods Sales Quantity Market Share by Application (2019-2030)

Figure 41. Europe Laundry Pods Sales Quantity Market Share by Country (2019-2030)

Figure 42. Europe Laundry Pods Consumption Value Market Share by Country (2019-2030)

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

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

Figure 45. United Kingdom Laundry Pods Consumption Value and Growth Rate (2019-2030) & (USD Million)

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

Figure 47. Italy Laundry Pods Consumption Value and Growth Rate (2019-2030) &

(USD Million)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Figure 72. Laundry Pods Market Drivers

Figure 73. Laundry Pods Market Restraints

Figure 74. Laundry Pods Market Trends

Figure 75. Porters Five Forces Analysis

Figure 76. Manufacturing Cost Structure Analysis of Laundry Pods in 2023

Figure 77. Manufacturing Process Analysis of Laundry Pods

Figure 78. Laundry Pods 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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