

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Fabric Softener Market 2018, Forecast to 2023

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Abstracts

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.

SCOPE OF THE REPORT:

This report focuses on the Fabric Softener in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

Fabric softener is a product used while laundering to make clothes soft and eliminate static cling. The first fabric softeners were developed by the textile industry during the early twentieth century. In the late 1970s manufacturers found a way to deliver fabric softening benefits in a dryer sheet format. So, there are two types of fabric softener, such as fabric softener sheets and liquid fabric softener. Liquid fabric softener, which has longer history, is used more widely than fabric softener sheets. In 2016, global consumption of liquid fabric softener is about 3714 K MT.

Owing to abundant raw material resource and mature manufacture process, fabric softener suppliers are distributed all over the world. Among them, P&G, Unilever, Church & Dwight, Colgate, Henkel, Ecover, Scjohnson, Werner & Mertz, Sodalis, KAO, Lion, Mitsuei, Pigeon, AIE, 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 16.63% and 13.04% in 2016.

The worldwide market for Fabric Softener is expected to grow at a CAGR of roughly

xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

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 Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Liquid Fabric Softener

Fabric Softener Sheets

Market Segment by Applications, can be divided into

Supermarket

Store

There are 15 Chapters to deeply display the global Fabric Softener market.

Chapter 1, to describe Fabric Softener Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Fabric Softener, with sales, revenue, and price of Fabric Softener, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales,

revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Fabric Softener, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Fabric Softener market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Fabric Softener sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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