

# Global Textile Softener 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 Textile Softener market size was valued at USD 10900 million in 2023 and is forecast to a readjusted size of USD 13590 million by 2030 with a CAGR of 3.2% during review period.

This report mainly studies textile softener market. Softener is a finishing agent that when applied to textile material improves its handle giving pleasing touch. As a general rule, the softening agents applied are lubricating agents, which facilitate the fiber sliding within the fabric structure, thus granting easier deformation and creasing of the fabric.

In terms of type, there are three types of textile softener: hydrothermal geothermal energy and hot dry rock geothermal energy, of which the liquid textile softener holds the biggest share about 85%. And terms of application, textile softener is mainly used in clothing and home textile. The clothing is the largest application that holds a share about 68%. The main players are P&G, Unilever, Church & Dwight, etc.

The Global Info Research report includes an overview of the development of the Textile Softener industry chain, the market status of Clothing (Liquid Type, Dryer Sheets), Home Textile (Liquid Type, Dryer Sheets), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Textile Softener.

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

## Key Features:

The report presents comprehensive understanding of the Textile Softener 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 Textile Softener 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., Liquid Type, Dryer Sheets).

**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 Textile Softener market.

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

The report also involves a more granular approach to Textile Softener:

**Company Analysis:** Report covers individual Textile Softener 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 Textile Softener This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Clothing, Home Textile).

**Technology Analysis:** Report covers specific technologies relevant to Textile Softener. It

assesses the current state, advancements, and potential future developments in Textile Softener areas.

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

Textile Softener 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

Liquid Type

Dryer Sheets

Dryer Balls

#### Market segment by Application

Clothing

Home Textile

#### Major players covered

P&G

Unilever

Church & Dwight

Colgate

Henkel

S. C. Johnson

Werner & Mertz

Sodalis Group

KAO

Lion

Mitsuei

Pigeon

AIEn

Blue Moon

Lvsan

Liby

Yipinjing

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 Textile Softener product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Textile Softener 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 Textile Softener 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 Textile Softener.

Chapter 14 and 15, to describe Textile Softener sales channel, distributors, customers, research findings and conclusion.

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