

Global Washing Powder Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G03F5AD6236EN.html>

Date: January 2024

Pages: 111

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

ID: G03F5AD6236EN

Abstracts

According to our (Global Info Research) latest study, the global Washing Powder market size was valued at USD 17560 million in 2023 and is forecast to a readjusted size of USD 16640 million by 2030 with a CAGR of -0.8% during review period.

Washing powder is the solid detergent (cleaning agent) that is used to launder clothing. Washing powder usually contains enzymes such as proteases and amylases which clean by breaking down dirt molecules.

Global Washing Powder key players include P&G, Unilever, Henkel, Liby, etc. Global top four manufacturers hold a share over 50%.

Europe is the largest market, with a share over 25%, followed by China, and US, both have a share about 40 percent.

In terms of product, Non-phosphorus is the largest segment, with a share over 90%. And in terms of application, the largest application is Home Use, followed by Commercial Use.

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

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

Key Features:

The report presents comprehensive understanding of the Washing Powder 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 Washing Powder 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-phosphorus, Phosphorus).

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 Washing Powder market.

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

The report also involves a more granular approach to Washing Powder:

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Washing Powder 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

Washing Powder 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-phosphorus

Phosphorus

Market segment by Application

Home Use

Commercial Use

Major players covered

P&G

Unilever

Henkel

Liby

Kao

Nice

Church & Dwight

Lion

Clorox

NaFine

Lam Soon

Nirma

White Cat

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 Washing Powder product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Washing Powder 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 Washing Powder 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 Washing Powder.

Chapter 14 and 15, to describe Washing Powder sales channel, distributors, customers, research findings and conclusion.

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