

# Global Washing Powder Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Washing Powder market size is expected to reach \$ 16260 million by 2032, rising at a market growth of -0.8% CAGR during the forecast period (2026-2032).

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.

This report studies the global Washing Powder production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Washing Powder and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Washing Powder that contribute to its increasing demand across many markets.

## Highlights and key features of the study

Global Washing Powder total production and demand, 2021-2032, (K MT)

Global Washing Powder total production value, 2021-2032, (USD Million)

Global Washing Powder production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K MT), (based on production site)

Global Washing Powder consumption by region & country, CAGR, 2021-2032 & (K MT)

U.S. VS China: Washing Powder domestic production, consumption, key domestic manufacturers and share

Global Washing Powder production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K MT)

Global Washing Powder production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K MT)

Global Washing Powder production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K MT)

This report profiles key players in the global Washing Powder market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include P&G, Unilever, Henkel, Libby, Kao, Nice, Church & Dwight, Lion, Clorox, NaFine, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Washing Powder market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K MT) and average price (USD/MT) by

manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

#### Global Washing Powder Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Washing Powder Market, Segmentation by Type:

Non-phosphorus

Phosphorus

#### Global Washing Powder Market, Segmentation by Application:

Home Use

Commercial Use

#### Companies Profiled:

P&G

Unilever

Henkel

Liby

Kao

Nice

Church & Dwight

Lion

Clorox

NaFine

Lam Soon

Nirma

White Cat

### **Key Questions Answered:**

1. How big is the global Washing Powder market?
2. What is the demand of the global Washing Powder market?
3. What is the year over year growth of the global Washing Powder market?
4. What is the production and production value of the global Washing Powder market?
5. Who are the key producers in the global Washing Powder market?
6. What are the growth factors driving the market demand?

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