

Global Household Fabric Softener Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

<https://marketpublishers.com/r/H7A07C1F279FEN.html>

Date: July 2025

Pages: 135

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

ID: H7A07C1F279FEN

Abstracts

According to our (Global Info Research) latest study, the global Household Fabric Softener market size was valued at US\$ 9294 million in 2024 and is forecast to a readjusted size of USD 11730 million by 2031 with a CAGR of 3.4% during review period.

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.

The textile softener market is driven by the growing demand for comfortable and soft fabrics in various industries. Textile softeners enhance the feel and texture of fabrics, making them more appealing to consumers. The rise in the fashion and home textile sectors and the emphasis on consumer comfort contribute to market growth as manufacturers seek to differentiate their products. Moreover, advancements in softener formulations, including eco-friendly and hypoallergenic options, align with sustainability trends. However, the market also faces challenges, including the need to ensure softness without compromising fabric durability and addressing potential issues related to chemical residues. Additionally, catering to diverse fabric types and maintaining compliance with textile regulations can pose obstacles for manufacturers. To succeed, companies must focus on product innovation, collaborate with textile producers for optimal application, and address the challenges to meet the increasing demand for soft and high-quality fabrics across industries.

This report is a detailed and comprehensive analysis for global Household Fabric

Softener market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Household Fabric Softener market size and forecasts, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (US\$/MT), 2020-2031

Global Household Fabric Softener market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (US\$/MT), 2020-2031

Global Household Fabric Softener market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (US\$/MT), 2020-2031

Global Household Fabric Softener market shares of main players, shipments in revenue (\$ Million), sales quantity (K MT), and ASP (US\$/MT), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Household Fabric Softener
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Household Fabric Softener market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include P&G, Unilever, Church & Dwight, Colgate, Henkel, S. C. Johnson, Werner & Mertz, Sodalis Group, KAO, Lion, etc.

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

Market Segmentation

Household Fabric Softener market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Liquid

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

AlEn

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

Chapter 2, to profile the top manufacturers of Household Fabric Softener, with price, sales quantity, revenue, and global market share of Household Fabric Softener from 2020 to 2025.

Chapter 3, the Household Fabric Softener competitive situation, sales quantity, revenue,

and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Household Fabric Softener breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

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 2020 to 2025. and Household Fabric Softener market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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 Household Fabric Softener.

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

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