

# Global Laundry Capsules 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 Laundry Capsules market size was valued at US\$ 5285 million in 2023 and is forecast to a readjusted size of USD 9946 million by 2030 with a CAGR of 9.6% during review period.

Laundry Capsules are water-soluble pouches containing highly concentrated laundry detergent. The chemistry of laundry detergent capsules is the same as in liquid detergents (including alkylbenzenesulfonates). The dissolvable packets are typically made of polyvinylalcohol (PVA) or a derivative of PVA. Although the formulas are similar, a detergent pack's liquids may contain 10% water compared to 50% in liquid detergents.

### Market Drivers for Laundry Capsules

**Convenience and Ease of Use:** Laundry capsules offer pre-measured doses of detergent, eliminating the need for measuring and reducing mess, which appeals to busy consumers.

**Rising Consumer Demand for Innovative Products:** The growing interest in premium, innovative, and time-saving household products drives the adoption of laundry capsules.

**Eco-Friendly and Sustainable Trends:** Many brands are launching biodegradable and eco-friendly capsules, aligning with consumer preferences for sustainable products.

**Growth in E-Commerce:** Increased online shopping provides consumers with easy access to laundry capsules, contributing to market growth.

**Improved Cleaning Efficiency:** Laundry capsules are formulated to provide superior cleaning performance, often with multi-functional benefits like stain removal and fabric care.

### Market Challenges for Laundry Capsules

**Higher Cost Compared to Traditional Detergents:** Laundry capsules are often more expensive than liquid or powder detergents, limiting their affordability for price-sensitive consumers.

**Safety Concerns:** The appealing design of capsules can lead to accidental ingestion by children, raising safety issues and the need for better packaging solutions.

**Limited Customization:** Pre-measured doses may not cater to all washing load sizes or specific cleaning needs, which can deter some consumers.

**Environmental Impact:** Despite eco-friendly variants, the plastic packaging used in many capsules poses environmental concerns.

**Market Penetration in Developing Regions:** Low awareness and affordability challenges in developing markets hinder widespread adoption.

Global core laundry capsules manufacturers include Procter & Gamble, Henkel, Unilever etc. The top 5 companies hold a share about 40%. North America is the largest market, with a share about 40%, followed by Europe and Asia Pacific with the share about 30% and 20%. In terms of product, bio laundry detergent is the largest segment, with a share over 90%. And in terms of application, the largest application is household, followed by commercial.

This report is a detailed and comprehensive analysis for global Laundry Capsules 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 2024, are provided.

### **Key Features:**

Global Laundry Capsules market size and forecasts, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2019-2030

Global Laundry Capsules market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2019-2030

Global Laundry Capsules market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2019-2030

Global Laundry Capsules market shares of main players, shipments in revenue (\$ Million), sales quantity (K MT), and ASP (USD/MT), 2019-2024

## **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 Laundry Capsules

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Laundry Capsules 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 Procter & Gamble, Henkel, Unilever, Church & Dwight, Clorox Company, Colgate, Liby, Wheathfields Lohmann, Nice Group, Lonkey, etc.

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

## **Market Segmentation**

Laundry Capsules 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. This analysis can help you expand your business by targeting qualified niche markets.

### **Market segment by Type**

- Bio Laundry Detergent
- Non-Bio Laundry Detergent

### **Market segment by Application**

- Household
- Commercial

### **Major players covered**

- Procter & Gamble
- Henkel
- Unilever
- Church & Dwight
- Clorox Company
- Colgate
- Liby
- Wheathfields Lohmann

- Nice Group
- Lonkey
- SukGarden
- YOUKAI

### **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 Laundry Capsules product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Laundry Capsules 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 by Application, with sales market share and growth rate by Type, by 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 2019 to 2024. and Laundry Capsules market forecast, by regions, by Type, and by 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 Laundry Capsules.

Chapter 14 and 15, to describe Laundry Capsules sales channel, distributors, customers, research findings and conclusion.

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