

# **Laundry Detergent Market Size, Share & Trends Analysis Report By Product, By Application (Household, Industrial OR institutional), By Region, And Segment Forecasts, 2024 - 2030**

<https://marketpublishers.com/r/LADFDABC5301EN.html>

Date: July 2024

Pages: 120

Price: US\$ 3,950.00 (Single User License)

ID: LADFDABC5301EN

## **Abstracts**

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### **Laundry Detergent Market Growth & Trends**

The global laundry detergent market size is expected to reach USD 269.52 million by 2030, registering growth at a CAGR of 5.5% from 2024 to 2030 according to a new report by Grand View Research, Inc. Rising penetration of washing machines in the developing economies is expected to propel the sector growth.

The top brands of the laundry detergent market include Tide, Purex, and Surf. These three brands are responsible for nearly half of the market share of the laundry detergent market. The four vendors which control the laundry detergent industry are Proctor & Gamble, Unilever, Church & Dwight, and Henkel. The brands produced by the Unilever, Proctor & Gamble and Henkel concentrate on the middle and high-class segment of consumer whereas Church & Dwight targets the low end of the consumer segment. The rising disposable income in the developing economies is forging new trends in the industry where consumers are inclined to buy brands based on their quality and the company's reputation. However, this trend is only common for the mature market of North America and Europe. The consumers from Africa and Asia Pacific region prefer the product based on its pricing.

Key players include Unilever, Henkel AG & Co. KGaA, Church & Dwight Co., Inc., Proctor & Gamble. Mergers of major players in the industry are likely to consolidate

the industry in the predicted timeline. For instance, the key merger of the laundry detergent industry in 2016 is the acquisition of the Sun Products by the German consumer goods company Henkel AG & Co. KGaA.

### Laundry Detergent Market Report Highlights

The global demand for laundry detergent market was USD 185.28 billion in 2023 and is expected to grow at a CAGR of around 5.5% from 2024 to 2030 to exceed a total revenue of USD 269.52 billion by 2030.

Powder detergents was the biggest product segment in the market accounting for over 32.0% of the total revenue in 2023

The household segment is expected to grow significantly over the forecast period.

Asia Pacific dominated the laundry detergent market, with a market share of 35.7% in 2023.

The industry is dominated by global players such as Unilever, Henkel AG & Co. KGaA, Church & Dwight Co., Inc., Proctor & Gamble. Companies are moving towards strategic mergers and acquisitions to increase their international presence and gain significant share.

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Market Definitions
- 1.3. Research Methodology
  - 1.3.1. Information Procurement
  - 1.3.2. Information or Data Analysis
  - 1.3.3. Market Formulation & Data Visualization
  - 1.3.4. Data Validation & Publishing
- 1.4. Research Scope and Assumptions
  - 1.4.1. List of Data Sources

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

### CHAPTER 3. LAUNDRY DETERGENT MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Introduction/Lineage Outlook
- 3.2. Market Size and Growth Prospects (USD Million)
- 3.3. Market Dynamics
  - 3.3.1. Market Drivers Analysis
  - 3.3.2. Market Restraints Analysis
- 3.4. Laundry detergent Market Analysis Tools
  - 3.4.1. Porter's Analysis
    - 3.4.1.1. Bargaining power of the suppliers
    - 3.4.1.2. Bargaining power of the buyers
    - 3.4.1.3. Threats of substitution
    - 3.4.1.4. Threats from new entrants
    - 3.4.1.5. Competitive rivalry
  - 3.4.2. PESTEL Analysis
    - 3.4.2.1. Political landscape
    - 3.4.2.2. Economic and Social landscape
    - 3.4.2.3. Technological landscape
    - 3.4.2.4. Environmental landscape

#### 3.4.2.5. Legal landscape

## **CHAPTER 4. LAUNDRY DETERGENT MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

### 4.1. Segment Dashboard

### 4.2. Laundry detergent Market: Product Movement Analysis, 2023 & 2030 (USD Million)

### 4.3. Powder Detergent

#### 4.3.1. Powder Detergent Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

### 4.4. Liquid Detergent

#### 4.4.1. Liquid Detergent Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

### 4.5. Fabric Softener

#### 4.5.1. Fabric Softener Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

### 4.6. Detergent Tablets

#### 4.6.1. Detergent Tablets Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

### 4.7. Other Detergents

#### 4.7.1. Other Detergents Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

## **CHAPTER 5. LAUNDRY DETERGENT MARKET: APPLICATION ESTIMATES & TREND ANALYSIS**

### 5.1. Segment Dashboard

### 5.2. Laundry detergent Market: Application Movement Analysis, 2023 & 2030 (USD Million)

### 5.3. Household

#### 5.3.1. Household Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

### 5.4. Industrial or Institutional

#### 5.4.1. Industrial or Institutional Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

## **CHAPTER 6. LAUNDRY DETERGENT MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

## 6.1. Laundry detergent Market Share, By Region, 2023 & 2030, USD Million

### 6.2. North America

#### 6.2.1. North America Laundry detergent Market Estimates and Forecasts, 2018 - 2030 (USD Million)

##### 6.2.2. U.S.

#### 6.2.2.1. U.S. Laundry detergent Market Estimates and Forecasts, 2018 - 2030 (USD Million)

##### 6.2.3. Canada

#### 6.2.3.1. Canada Laundry detergent Market Estimates and Forecasts, 2018 - 2030 (USD Million)

### 6.3. Europe

#### 6.3.1. Europe Laundry detergent Market Estimates and Forecasts, 2018 - 2030 (USD Million)

##### 6.3.2. U.K.

#### 6.3.2.1. U.K. Laundry detergent Market Estimates and Forecasts, 2018 - 2030 (USD Million)

##### 6.3.3. Germany

#### 6.3.3.1. Germany Laundry detergent Market Estimates and Forecasts, 2018 - 2030 (USD Million)

##### 6.3.4. Russia

#### 6.3.4.1. Russia Laundry detergent Market Estimates and Forecasts, 2018 - 2030 (USD Million)

### 6.4. Asia Pacific

#### 6.4.1. Asia Pacific Laundry detergent Market Estimates and Forecasts, 2018 - 2030 (USD Million)

##### 6.4.2. China

#### 6.4.2.1. China Laundry detergent Market Estimates and Forecasts, 2018 - 2030 (USD Million)

##### 6.4.3. Japan

#### 6.4.3.1. Japan Laundry detergent Market Estimates and Forecasts, 2018 - 2030 (USD Million)

##### 6.4.4. India

#### 6.4.4.1. India Laundry detergent Market Estimates and Forecasts, 2018 - 2030 (USD Million)

##### 6.4.5. South Korea

#### 6.4.5.1. South Korea Laundry detergent Market Estimates and Forecasts, 2018 - 2030 (USD Million)

### 6.5. Latin America

#### 6.5.1. Latin America Laundry detergent Market Estimates and Forecasts, 2018 - 2030

(USD Million)

6.5.2. Brazil

6.5.2.1. Brazil Laundry detergent Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.6. Middle East and Africa

6.6.1. Saudi Arabia

6.6.1.1. Saudi Arabia Laundry detergent Market Estimates and Forecasts, 2018 - 2030 (USD Million)

## **CHAPTER 7. COMPETITIVE LANDSCAPE**

7.1. Recent Developments & Impact Analysis by Key Market Participants

7.2. Company Categorization

7.3. Company Heat Map Analysis

7.4. Company Profiles

7.4.1. Unilever

7.4.1.1. Participant's Overview

7.4.1.2. Financial Performance

7.4.1.3. Product Benchmarking

7.4.1.4. Recent Developments/ Strategic Initiatives

7.4.2. Henkel AG & Co. KGaA

7.4.2.1. Participant's Overview

7.4.2.2. Financial Performance

7.4.2.3. Product Benchmarking

7.4.2.4. Recent Developments/ Strategic Initiatives

7.4.3. Church & Dwight Co., Inc.

7.4.3.1. Participant's Overview

7.4.3.2. Financial Performance

7.4.3.3. Product Benchmarking

7.4.3.4. Recent Developments/ Strategic Initiatives

7.4.4. Procter & Gamble

7.4.4.1. Participant's Overview

7.4.4.2. Financial Performance

7.4.4.3. Product Benchmarking

7.4.4.4. Recent Developments/ Strategic Initiatives

7.4.5. Lion Corporation

7.4.5.1. Participant's Overview

7.4.5.2. Financial Performance

7.4.5.3. Product Benchmarking

- 7.4.5.4. Recent Developments/ Strategic Initiatives
- 7.4.6. Kao Corporation
  - 7.4.6.1. Participant's Overview
  - 7.4.6.2. Financial Performance
  - 7.4.6.3. Product Benchmarking
  - 7.4.6.4. Recent Developments/ Strategic Initiatives
- 7.4.7. Method Products, PBC
  - 7.4.7.1. Participant's Overview
  - 7.4.7.2. Financial Performance
  - 7.4.7.3. Product Benchmarking
  - 7.4.7.4. Recent Developments/ Strategic Initiatives
- 7.4.8. Reckit Benckiser Group plc.
  - 7.4.8.1. Participant's Overview
  - 7.4.8.2. Financial Performance
  - 7.4.8.3. Product Benchmarking
  - 7.4.8.4. Recent Developments/ Strategic Initiatives
- 7.4.9. Colgate-Palmolive Company
  - 7.4.9.1. Participant's Overview
  - 7.4.9.2. Financial Performance
  - 7.4.9.3. Product Benchmarking%%

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Market research process
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Market research approaches
- Fig. 5 Value chain-based sizing & forecasting
- Fig. 6 Market formulation & validation
- Fig. 7 Market segmentation
- Fig. 8 Market snapshot
- Fig. 9 Segment snapshot
- Fig. 10 Competitive landscape snapshot
- Fig. 11 Market trends & outlook
- Fig. 12 Market driver relevance analysis (current & future impact)
- Fig. 13 Market restraint relevance analysis (current & future impact)
- Fig. 14 PESTLE analysis
- Fig. 15 Porter's five forces analysis
- Fig. 16 Electronic health recordsmarket: Product outlook and key takeaways
- Fig. 17 Electronic health recordsmarket: Product movement analysis
- Fig. 18 On-premise market revenue, 2018 - 2030 (USD Million)
- Fig. 19 Web & Cloud based market revenue, 2018 - 2030 (USD Million)
- Fig. 20 Electronic health records market: Type outlook and key takeaways
- Fig. 21 Electronic health records market: Type movement analysis
- Fig. 22 Acute market revenue, 2018 - 2030 (USD Million)
- Fig. 23 Outpatient market revenue, 2018 - 2030 (USD Million)
- Fig. 24 Post acute market revenue, 2018 - 2030 (USD Million)
- Fig. 25 Electronic health records market: Business model outlook and key takeaways
- Fig. 26 Electronic health records market: Business model movement analysis
- Fig. 27 Licensed software market revenue, 2018 - 2030 (USD Million)
- Fig. 28 Technology resale market revenue, 2018 - 2030 (USD Million)
- Fig. 29 Subscriptions market revenue, 2018 - 2030 (USD Million)
- Fig. 30 Professional services market revenue, 2018 - 2030 (USD Million)
- Fig. 31 Others market revenue, 2018 - 2030 (USD Million)
- Fig. 32 Electronic health records market: End use outlook and key takeaways
- Fig. 33 Electronic health records market: End use movement analysis
- Fig. 34 Hospital market revenue, 2018 - 2030 (USD Million)



- Fig. 35 Ambulatory surgery centers market revenue, 2018 - 2030 (USD Million)
- Fig. 36 Others market revenue, 2018 - 2030 (USD Million)
- Fig. 37 Electronic health records market: Application outlook and key takeaways
- Fig. 38 Electronic health records market: Application movement analysis
- Fig. 39 Cardiology market revenue, 2018 - 2030 (USD Million)
- Fig. 40 Neurology market revenue, 2018 - 2030 (USD Million)
- Fig. 41 Radiology market revenue, 2018 - 2030 (USD Million)
- Fig. 42 Oncology market revenue, 2018 - 2030 (USD Million)
- Fig. 43 Mental and behavioral health market revenue, 2018 - 2030 (USD Million)
- Fig. 44 Nephrology and urology market revenue, 2018 - 2030 (USD Million)
- Fig. 45 Gastroenterology market revenue, 2018 - 2030 (USD Million)
- Fig. 46 Pediatrics market revenue, 2018 - 2030 (USD Million)
- Fig. 47 General medicine market revenue, 2018 - 2030 (USD Million)
- Fig. 48 Physical therapy and rehabilitation market revenue, 2018 - 2030 (USD Million)
- Fig. 49 Others market revenue, 2018 - 2030 (USD Million)
- Fig. 50 Regional marketplace: Key takeaways
- Fig. 51 Regional outlook, 2023 & 2030
- Fig. 52 Electronic health records market: Region movement analysis
- Fig. 53 North America electronic health records market, 2018 - 2030 (USD Million)
- Fig. 54 U.S. electronic health records market, 2018 - 2030 (USD Million)
- Fig. 55 Canada electronic health records market, 2018 - 2030 (USD Million)
- Fig. 56 Mexico electronic health records market, 2018 - 2030 (USD Million)
- Fig. 57 Europe electronic health records market, 2018 - 2030 (USD Million)
- Fig. 58 Germany electronic health records market, 2018 - 2030 (USD Million)
- Fig. 59 UK electronic health records market, 2018 - 2030 (USD Million)
- Fig. 60 France electronic health records market, 2018 - 2030 (USD Million)
- Fig. 61 Italy electronic health records market, 2018 - 2030 (USD Million)
- Fig. 62 Spain electronic health records market, 2018 - 2030 (USD Million)
- Fig. 63 Sweden electronic health records market, 2018 - 2030 (USD Million)
- Fig. 64 Norway electronic health records market, 2018 - 2030 (USD Million)
- Fig. 65 Denmark electronic health records market, 2018 - 2030 (USD Million)
- Fig. 66 Asia Pacific electronic health records market, 2018 - 2030 (USD Million)
- Fig. 67 Japan electronic health records market, 2018 - 2030 (USD Million)
- Fig. 68 China electronic health records market, 2018 - 2030 (USD Million)
- Fig. 69 India electronic health records market, 2018 - 2030 (USD Million)
- Fig. 70 Australia electronic health records market, 2018 - 2030 (USD Million)
- Fig. 71 South Korea electronic health records market, 2018 - 2030 (USD Million)
- Fig. 72 Thailand electronic health records market, 2018 - 2030 (USD Million)
- Fig. 73 Latin America electronic health records market, 2018 - 2030 (USD Million)

- Fig. 74 Brazil electronic health records market, 2018 - 2030 (USD Million)
- Fig. 75 Argentina electronic health records market, 2018 - 2030 (USD Million)
- Fig. 76 Middle East and Africa electronic health records market, 2018 - 2030 (USD Million)
- Fig. 77 South Africa electronic health records market, 2018 - 2030 (USD Million)
- Fig. 78 Saudi Arabia electronic health records market, 2018 - 2030 (USD Million)
- Fig. 79 UAE electronic health records market, 2018 - 2030 (USD Million)
- Fig. 80 Kuwait electronic health records market, 2018 - 2030 (USD Million)
- Fig. 81 Company categorization
- Fig. 82 Strategy mapping
- Fig. 83 Company market position analysis

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