

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

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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 Procter & Gamble, Unilever, Church & Dwight, and Henkel. The brands produced by the Unilever, Procter & 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., Procter & 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. It is expected 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., Procter & Gamble. Companies are moving towards strategic mergers and acquisitions to increase their international presence and gain significant share.

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