

# **Laundry Sanitizer Market Size, Share & Trends Analysis Report By Type (Plain, Scented), By Region (North America, Europe, Asia Pacific, Central & South America, Middle East & Africa), And Segment Forecasts, 2021 - 2028**

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## **Abstracts**

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### **Laundry Sanitizer Market Growth & Trends**

The global laundry sanitizer market size is expected to reach USD 44.5 million by 2028, based on a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 2.7% from 2021 to 2028. The growing preference for laundry care products, coupled with the rise in infectious diseases, is accelerating the growth of the market. Several key players in the market are launching laundry sanitizers in different fragrances and qualities, thereby increasing the market demand.

As per Baxter, a healthcare company, players in the detergent market are marketing laundry products with sanitizing and cleaning properties during the COVID-19 pandemic. Moreover, as per Novozymes, close to 41% of customers are looking for sustainable laundry products and are educating themselves on the types of cleaning products present in the market. This, in turn, has increased the demand for natural products.

According to Henkel Corporation, since the start of the pandemic, there has been a rise in washing clothes and an increase in the number of washing cycles owing to the fear of germs and bacteria. This trend will further help the market to grow in the upcoming years.

The rise in residential construction, coupled with the increasing household expenditure, has increased the demand for laundry cleaning products. In addition, as per Alpha Aromatics, consumers are engaged with scented products owing to which several commercial companies are producing products in several fragrances. For instance, brands like Dettol, Lysol, and Savlon are providing laundry sanitizers in scents, like crisp linen and spring blossom.

### Laundry Sanitizer Market Report Highlights

Based on type, the plain segment held the largest share in 2020 owing to the rising demand for sustainable laundry products

In 2020, Asia Pacific held the largest share owing to a rise in disposable income and increasing demand for innovative fragrances. The region is also anticipated to witness the fastest growth from 2021 to 2028. The presence of key players like ITC Ltd. and Dabur India Ltd. in the region is driving the APAC market

The market is characterized by the presence of several players. In 2019, Tide launched an anti-bacterial spray, which can be used on fabrics

Companies in the industry are encouraged by the consumers who are looking out for cleaning products and laundry sanitizers owing to the advent of the pandemic. Several companies have launched laundry sanitizers during the pandemic. In 2020, Dettol launched a program to help businesses create hygiene awareness regarding sanitizing solutions

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