

Fabric Softeners and Conditioners Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global fabric softeners and conditioners market size reached US\$ 19.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 24.9 Billion by 2028, exhibiting a growth rate (CAGR) of 4.2% during 2023-2028.

Fabric softeners and conditioners are chemical substances applied to soften and freshen fabrics. They are usually manufactured using microemulsion and macroemulsion polymers. These polymers are small molecules that get attached to the oil or dirt particle and separate them from the cloth fiber. Fabric softeners and conditioners are added with detergents in washing machines to maintain the natural elasticity and add a long-lasting fragrance to the cloth. They also aid in preventing the damage caused due to regular washing and static built-up in the machine. As a result, they find extensive applications across the residential and industrial sectors, such as hospitality and textile.

Fabric Softeners and Conditioners Market Trends:

Significant growth in the textile industry is one of the key factors creating a positive outlook for the market. Furthermore, the increasing demand for premium apparel that are washed and maintained using high-quality products is also strengthening the market growth. Fabric softeners and conditioners are used to prevent fabrics from stretching, fading and accumulating lint. Additionally, the development of environment-friendly variants is acting as another growth-inducing factor. Product manufacturers are emphasizing on using natural and organic ingredients, such as coconut oil, that do not

damage the hands of the washer or bleach out colors from the cloth. Moreover, aggressive promotional activities by manufacturers and the proliferating online retail channels that provide a wide variety of products to the consumers, are also contributing to the market growth. Other factors, including rapid urbanization, along with increasing expenditure capacities of the consumers, are expected to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global fabric softeners and conditioners market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on form, nature, application and distribution channel.

Breakup by Form:

Liquid

Dryer Sheets

Others

Breakup by Nature:

Organic

Conventional

Breakup by Application:

Household

Commercial

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Online Stores

Others

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Amway Corporation, Church & Dwight Co. Inc., Colgate-Palmolive Company, Henkel AG & Co. KGaA, Kao Corporation, Marico Limited, Procter & Gamble, Reckitt Benckiser, S. C. Johnson & Son Inc. and Unilever Plc.

Key Questions Answered in This Report

1. How big is the global fabric softeners and conditioners market?
2. What is the expected growth rate of the global fabric softeners and conditioners market during 2023-2028?
3. What are the key factors driving the global fabric softeners and conditioners market?
4. What has been the impact of COVID-19 on the global fabric softeners and conditioners market?
5. What is the breakup of the global fabric softeners and conditioners market based on the form?
6. What is the breakup of the global fabric softeners and conditioners market based on the application?

7. What is the breakup of the global fabric softeners and conditioners market based on the distribution channel?
8. What are the key regions in the global fabric softeners and conditioners market?
9. Who are the key players/companies in the global fabric softeners and conditioners market?

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