

Liquid Detergent Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global liquid detergent market size reached US\$ 31.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 43.3 Billion by 2028, exhibiting a growth rate (CAGR) of 5.6% during 2023-2028.

Liquid detergent is a cleaning agent in liquid form which is ideal for removing dirt and oils from delicate fabrics. Liquid detergent is made by mixing dry powder in a solution consisting of water and chemicals known as solubilizers which help the water and detergent to blend together evenly. These synthetic surfactants are manufactured from complexation agents, zeolites, bleach, enzymes, etc. Nowadays, liquid detergents are increasingly being used by the consumers as they can be evenly blended in both cold and warm water.

The growing disposable incomes, especially in the developing regions, is escalating the demand for detergent liquid where the customers are inclined to buy products based on a company's reputation, price and quality. Further, the rising concerns about environmental sustainability has led the manufacturers to focus on eco-friendly laundry detergents made from biodegradable components. This acts as another growth-inducing factor for the global liquid detergent market. Moreover, the aggressive marketing and promotional techniques used by various e-commerce companies to attract the consumers is further boosting the overall market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global liquid detergent market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type, end-use and

distribution channel.

Breakup by Product Type:

Inorganic Liquid Detergent

Organic Liquid Detergent

Based on the product type, the market has been segmented into inorganic and organic liquid detergents.

Breakup by End-Use:

Residential

Commercial

On the basis of end-use, the market has been segregated as residential and commercial.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Departmental Stores

Online Stores

Others

Based on the distribution channel, supermarkets and hypermarkets account for the largest market share. Other major distribution channels include convenience stores, departmental stores, online stores and others.

Breakup by Region:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

Region-wise, the market has been segmented as North America, Europe, Asia Pacific,

Middle East and Africa, and Latin America.

Competitive Landscape:

The competitive landscape of the market has also been examined with some of the key players being Henkel, Procter & Gamble, The Clorox Company, Church & Dwight and Unilever.

This report provides a deep insight into the global liquid detergent market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the liquid detergent industry in any manner.

Key Questions Answered in This Report

1. What was the size of the global liquid detergent market in 2022?
2. What is the expected growth rate of the global liquid detergent market during 2023-2028?
3. What are the key factors driving the global liquid detergent market?
4. What has been the impact of COVID-19 on the global liquid detergent market?
5. What is the breakup of the global liquid detergent market based on product type?
6. What is the breakup of the global liquid detergent market based on the end use?
7. What is the breakup of the global liquid detergent market based on the distribution channel?
8. What are the key regions in the global liquid detergent market?
9. Who are the key players/companies in the global liquid detergent market?

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