

Liquid Detergent Market Report by Product Type (Inorganic Liquid Detergent, Organic Liquid Detergent), End-Use (Residential, Commercial), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Departmental Stores, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global liquid detergent market size reached US\$ 33.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 54.3 Billion by 2032, exhibiting a growth rate (CAGR) of 5.5% during 2024-2032. The increasing need for convenient and efficient cleaning solutions, rising consciousness about personal hygiene among the masses, and the growing need for detergents tailored for different fabrics are some of the major factors propelling the market.

Liquid detergent is a versatile cleaning solution widely used for laundry and various cleaning tasks. It is a fluid cleaning agent designed to effectively remove dirt, stains, and grime from fabrics and surfaces. It consists of a blend of surfactants, builders, bleach, foam regulators, enzymes, and other cleaning agents. It works by breaking down and suspending particles, which allows them to be easily washed away. It dissolves quickly in water, which leaves no residue on clothes or in washing machines.

Rapid urbanization and the increasing need for convenient and efficient cleaning solutions are catalyzing the demand for liquid detergents around the world. Moreover, the rising consciousness about personal hygiene among the masses is favoring the growth of the market. In addition, the growing need for detergents tailored to specific fabrics and sensitive skin types is fueling the demand for specialized liquid detergent

variants. Apart from this, the increasing demand for premium apparel that is produced using high quality materials is driving the need for premium quality liquid detergents with fabric softeners to maintain the fabric quality worldwide. Furthermore, the rising reliance on online retail platforms, as they have facilitated easier access to a variety of liquid detergent brands with discounted deals and free shipping, is strengthening the growth of the market.

Liquid Detergent Market Trends/Drivers:

Increasing need for convenience and ease of use

The primary factor driving the demand for liquid detergent is the convenience and ease of use it offers to consumers. Liquid detergents come in ready to use form, which eliminates the need for measuring and reducing the risk of spillage. Their user-friendly packaging and precise dispensing mechanisms contribute to a hassle-free laundry experience.

Rise in effective stain removal

Another significant driver is the effectiveness of liquid detergents in removing stubborn stains. Modern liquid formulations are designed to target a wide range of stains, including oil, grease, and food spills. This stain-removing prowess appeals to consumers seeking superior cleaning results, especially for heavily soiled garments.

Growing suitability of modern appliances

The compatibility of liquid detergents with high efficiency washing machines and advanced laundry appliances is a critical factor. Liquid detergents dissolve quickly in both cold and warm water, ensuring optimal performance in energy-efficient machines. This compatibility aligns with the growing trend of eco-friendly practices, contributing to the rising demand for liquid detergents.

Liquid Detergent Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global liquid detergent market report, along with forecasts at the global and regional levels from 2024-2032. 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

Inorganic liquid detergent dominates the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes inorganic liquid detergent and organic liquid detergent. According to the report, inorganic liquid detergent represented the largest segment. It is a cleaning agent that harnesses the power of inorganic compounds for effective cleaning. It incorporates mineral-based ingredients and chemical compounds to tackle dirt and stains. Commonly containing elements like phosphates and sulfates, inorganic liquid detergents have a strong cleansing action that can break down tough stains and grime. Liquid detergent often excel in removing mineral deposits and hard water stains due to their composition.

Organic liquid detergents are cleaning products that prioritize natural and biodegradable ingredients. They are derived from plant-based sources that are formulated to provide effective cleaning while minimizing environmental impact. They often feature botanical extracts, essential oils, and enzymes to tackle stains and odors. They are free from synthetic additives like artificial fragrances and dyes, which makes them a preferred choice for those seeking eco-friendly cleaning solutions. They are gentle on fabrics, safe for sensitive skin, and align with sustainable practices, which makes them a suitable option for environment conscious consumers.

Breakup by End-Use:

Residential
Commercial

Residential holds the largest share in the market

A detailed breakup and analysis of the market based on the end-use has also been provided in the report. This includes residential and commercial. According to the report, residential accounted for the largest market share. Liquid detergents effectively remove stains, dirt, and odors from a variety of fabrics, which ensures fresh and clean clothing. Their fluid consistency enables even distribution and penetration, resulting in thorough cleansing. Liquid detergents have expanded beyond laundry to cater to various cleaning needs within homes. They are employed for dishwashing, where their effective formula cuts through grease and food residue, leaving dishes spotless.

In commercial settings, liquid detergents play a pivotal role in maintaining cleanliness and hygiene across diverse industries. In the hospitality sector, these detergents are utilized for laundering hotel linens, towels, and staff uniforms, which ensure impeccable guest experiences. They also find applications in restaurants and food establishments for efficient dishwashing and maintaining strict cleanliness standards.

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Departmental Stores
- Online Stores
- Others

Supermarkets and hypermarkets dominate the market

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, convenience stores, departmental stores, online stores, and others. According to the report, supermarkets and hypermarkets represented the largest segment. Supermarkets and hypermarkets serve as primary distribution channels for liquid detergents. These large-scale retail outlets offer a wide range of brands and varieties, which provide consumers with easy access to liquid detergents while they shop for other household essentials. The extensive shelf space allows for prominent product placement and effective marketing, which enables consumers to compare options and make informed choices.

Convenience stores provide a convenient option for consumers seeking to purchase liquid detergents quickly and efficiently. These compact retail establishments cater to immediate needs and are often strategically located in residential areas or along commuter routes. Liquid detergents are usually available in smaller sizes in convenience stores, which makes them ideal for customers looking for a single-use solution or a quick replenishment.

Departmental stores offer liquid detergents as part of their homecare and household goods sections. These stores often curate a variety of premium and specialized brands, which appeal to consumers seeking specific features or formulations. They provide a more personalized shopping experience, which assists customers in finding the most suitable liquid detergent for their preferences and needs.

The rise of e-commerce has led to a significant presence of liquid detergents on online platforms. Online stores provide the convenience of browsing and purchasing from the comfort of the home of an individual, which offers a vast array of options and the ability to compare prices and reviews. The direct-to-consumer model allows manufacturers to reach a wider audience and enables consumers to receive products at their doorstep.

Breakup by Region:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

North America exhibits a clear dominance, accounting for the largest liquid detergent market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Middle East and Africa, and Latin America. According to the report, North America accounted for the largest market share.

The increasing need for comfort and convenience in household chores represents one of the primary factors driving the demand for liquid detergents in the North America region. Moreover, the rising awareness about hygiene and cleanliness is bolstering the market growth in the region. Besides this, the growing inclination toward maintaining a clean and hygienic living environment is influencing the market positively in the region.

Asia Pacific is estimated to witness stable growth, owing to the extensive research and development (R&D) activities, product innovations, integration of advanced technologies, etc.

Competitive Landscape:

The leading companies are using enzyme technology that targets different types of stains, such as protein-based stains, starches, and fats. Enzymes break down these substances at a molecular level, which results in more effective stain removal. This technology enhances cleaning performance while minimizing the need for harsh chemicals. They are also incorporating nano-sized cleaning particles that can penetrate

fabric fibers at a deeper level to provide enhanced cleaning action, which ensures the removal of even the most stubborn stains and dirt particles. Moreover, leading players are launching liquid detergents that are equipped with scent microcapsule technology, wherein fragrances are encapsulated and released over time. This ensures that clothes maintain a fresh scent for an extended period, even after being stored for some time.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Henkel & Company KGaA

Procter & Gamble

The Clorox Company

Church and Dwight

Unilever Plc

Recent Developments:

In 2022, Unilever Plc's sub brand Breeze launched its detergent in a 500 ml container with a diluted formula.

In 2022, Procter & Gamble expanded its setup by establishing first liquid detergent manufacturing unit in India at Hyderabad.

Key Questions Answered in This Report

1. What was the size of the global liquid detergent market in 2023?
2. What is the expected growth rate of the global liquid detergent market during 2024-2032?
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?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL LIQUID DETERGENT MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Price Analysis
- 5.4 Impact of COVID-19
- 5.5 Market Breakup by Product Type
- 5.6 Market Breakup by End-Use
- 5.7 Market Breakup by Distribution Channel
- 5.8 Market Breakup by Region
- 5.9 Market Forecast
- 5.10 SWOT Analysis
 - 5.10.1 Overview
 - 5.10.2 Strengths

- 5.10.3 Weaknesses
- 5.10.4 Opportunities
- 5.10.5 Threats
- 5.11 Value Chain Analysis
 - 5.11.1 Overview
 - 5.11.2 Research and Development
 - 5.11.3 Raw Material Procurement
 - 5.11.4 Manufacturing
 - 5.11.5 Marketing
 - 5.11.6 Distribution
 - 5.11.7 End-Use
- 5.12 Porters Five Forces Analysis
 - 5.12.1 Overview
 - 5.12.2 Bargaining Power of Buyers
 - 5.12.3 Bargaining Power of Suppliers
 - 5.12.4 Degree of Competition
 - 5.12.5 Threat of New Entrants
 - 5.12.6 Threat of Substitutes

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Inorganic Liquid Detergent
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Organic Liquid Detergent
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY END-USE

- 7.1 Residential
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Commercial
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

8.1 Supermarkets and Hypermarkets

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Convenience Stores

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Departmental Stores

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Online Stores

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Others

8.5.1 Market Trends

8.5.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Europe

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Asia Pacific

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Middle East and Africa

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Latin America

9.5.1 Market Trends

9.5.2 Market Forecast

10 LIQUID DETERGENT MANUFACTURING PROCESS

10.1 Product Overview

10.2 Raw Material Requirements

10.3 Manufacturing Process

10.4 Key Success and Risk Factors

11 COMPETITIVE LANDSCAPE

11.1 Market Structure

11.2 Key Players

11.3 Profiles of Key Players

11.3.1 Henkel & Company KGaA

11.3.2 Procter & Gamble

11.3.3 The Clorox Company

11.3.4 Church and Dwight Company

11.3.5 Unilever Plc

List Of Tables

LIST OF TABLES

Table 1: Global: Liquid Detergent Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Liquid Detergent Market Forecast: Breakup by Product Type (in Million US\$), 2024-2032

Table 3: Global: Liquid Detergent Market Forecast: Breakup by End-Use (in Million US\$), 2024-2032

Table 4: Global: Liquid Detergent Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 5: Global: Liquid Detergent Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Liquid Detergent Manufacturing: Raw Material Requirements

Table 7: Global: Liquid Detergent Market: Competitive Structure

Table 8: Global: Liquid Detergent Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Liquid Detergent Market: Major Drivers and Challenges

Figure 2: Global: Liquid Detergent Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Liquid Detergent Market: Breakup by Product Type (in %), 2023

Figure 4: Global: Liquid Detergent Market: Breakup by End Use (in %), 2023

Figure 5: Global: Liquid Detergent Market: Breakup by Distribution Channel (in %), 2023

Figure 6: Global: Liquid Detergent Market: Breakup by Region (in %), 2023

Figure 7: Global: Liquid Detergent Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 8: Liquid Detergent Market: Price Structure

Figure 9: Global: Liquid Detergent Industry: SWOT Analysis

Figure 10: Global: Liquid Detergent Industry: Value Chain Analysis

Figure 11: Global: Liquid Detergent Industry: Porter's Five Forces Analysis

Figure 12: Global: Liquid Detergent (Inorganic) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Liquid Detergent (Inorganic) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Liquid Detergent (Organic) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Liquid Detergent (Organic) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Liquid Detergent (Residential Use) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Liquid Detergent (Residential Use) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Liquid Detergent (Commercial Use) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Liquid Detergent (Commercial Use) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Liquid Detergent Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2018 & 2023

Figure 21: Global: Liquid Detergent Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2024-2032

Figure 22: Global: Liquid Detergent Market: Sales through Convenience Stores (in Million US\$), 2018 & 2023

Figure 23: Global: Liquid Detergent Market Forecast: Sales through Convenience

Stores (in Million US\$), 2024-2032

Figure 24: Global: Liquid Detergent Market: Sales through Departmental Stores (in Million US\$), 2018 & 2023

Figure 25: Global: Liquid Detergent Market Forecast: Sales through Departmental Stores (in Million US\$), 2024-2032

Figure 26: Global: Liquid Detergent Market: Sales through Online Stores (in Million US\$), 2018 & 2023

Figure 27: Global: Liquid Detergent Market Forecast: Sales through Online Stores (in Million US\$), 2024-2032

Figure 28: Global: Liquid Detergent Market: Sales through Other Distribution Channels (in Million US\$), 2018 & 2023

Figure 29: Global: Liquid Detergent Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2024-2032

Figure 30: North America: Liquid Detergent Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: North America: Liquid Detergent Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Europe: Liquid Detergent Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Europe: Liquid Detergent Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Asia Pacific: Liquid Detergent Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Asia Pacific: Liquid Detergent Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Middle East and Africa: Liquid Detergent Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Middle East and Africa: Liquid Detergent Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: Latin America: Liquid Detergent Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: Latin America: Liquid Detergent Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: Liquid Detergent Manufacturing: Detailed Process Flow

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