

# Asia Pacific Liquid Detergent Market 2019 - 2025)

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## Abstracts

The Asia Pacific Liquid Detergent Market would witness market growth of 5.9% CAGR during the forecast period (2019 – 2025).

Liquid detergent manufacturing consists of several processing and packaging operations and the size and complexities of these operations vary depending on factors like the size of the plant and the manufacturing process undertaken. Products range from an all-purpose laundry cleaner to specialty cleaner like dish cleaner. Initially, raw materials are selected on the basis of several factors including human and environmental safety, cost, compatibility with other ingredients and the form and the specific properties desired in the final product.

Increasing demand for liquid laundry detergent from sectors such as laundry and textile industry, hospitality, etc., is a major factor driving the growth of the liquid detergent market. In addition, increasing disposable income of middle-class consumer and changing lifestyle is boosting the adoption of liquid laundry detergent across developing countries, which are other factors driving the growth of the liquid laundry detergent market. Moreover, the easy application of liquid detergent is boosting its adoption, especially among working bachelors and students. This factor is expected to further drive the growth of the global liquid detergents market to a significant extent over the forecast period.

Based on the Nature, the market is segmented into Organic and Conventional. Based on Application, the market is segmented into Laundry and Dish Washing. Based on Sales Channel, the market is segmented into Online Sales Channels, Supermarket & Hypermarket, Departmental & Convenience Stores and Independent Grocery Stores. Based on End User, the market is segmented into Residential and Commercial. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include The Procter and Gamble Company, Church and Dwight Co. Inc., Henkel AG & Company, KGaA, UNILEVER PLC, S.C. JOHNSON AND SON, INC., RECKITT BENCKISER GROUP PLC, COLGATE PALMOLIVE, Jyothy laboratories Limited, Godrej Group (Godrej Consumer Products Limited) and Alticor Inc. (Amway Corporation).

## Scope of the Study

### Market Segmentation:

#### By Nature

- Organic

- Conventional

#### By Application

- Laundry

- Dish Washing

#### By Sales Channel

- Online Sales Channels

- Supermarket & Hypermarket

- Departmental & Convenience Stores

- Independent Grocery Stores

#### By End User

Residential

Commercial

### By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

### Companies Profiled

THE PROCTER AND GAMBLE COMPANY

Church and Dwight Co. Inc.

Henkel AG & Company, KGaA

UNILEVER PLC

S.C. JOHNSON AND SON, INC.

RECKITT BENCKISER GROUP PLC

COLGATE PALMOLIVE

Jyothy laboratories Limited

Godrej Group (Godrej Consumer Products Limited)

Alticor Inc. (Amway Corporation)

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