

# Europe Fabric Wash and Care Market (2016 - 2022)

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## Abstracts

Fabric wash and care refers to the products used to clean furniture and clothes. It is very essential to use the cleaning products to maintain the softness and cleaning in fabric. Variety of fabric washing products is available in the market, such as detergents, soaps, bleach, fabric softeners etc. Different types of clothes requires specific care guide like dry cleaning or hand wash to keep them looking their best. Fabric products could work on different seasonable clothes as well. Fabric washing products could be used for different types of fabrics such as Acrylic, Cotton, Denim, Linen, Microfiber, Nylon, Polyester, Rayon, Silk, Spandex, Velour, and Wool

In Developing countries, demand for fabric care and wash is rapidly increasing in the market. Recently, leading fabric brand has partnered with Designer Giles Deaco for the social experiment “first wash anxiety”. According to the research, many people are concern with the vanishing of fabric color after wash. Hence, the company provided its new experiment with the product Ariel’s new 3 in 1 pods. On the other hand, fabric softener is also gathering people’s interest. Sunburst Chemicals has created new product SG81 Fabric Softener and Sour which is mainly designed for hard water conditions.

The Fabric Wash and Care Market are segmented on the basis of Application, Product type, and Country. Based on Application, the market is segmented into Aviation, Healthcare, Hospitality, Automotive, and Residential. Based on Product Type, the market is segmented into Bleach, Fabric softener/conditioner, and Detergent. Based on country, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The key players operating in the market of fabric wash and care are Colgate-Palmolive, Church & Dwight Co., Inc., Unilever Group, Procter & Gamble, Henkel AG & Company, KGaA, Reckitt Benckiser Group Plc, The National Detergent Company S.A.O.G, and

Nice Group.

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