

# Europe Liquid Detergent Market (2019 - 2025)

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## Abstracts

The Europe Liquid Detergent Market would witness market growth of 4.5% CAGR during the forecast period (2019 – 2025).

Convenience for the handling of liquid detergent remains one of the key concerns for leading manufacturers. As a result, prominent players in the market introduced liquid detergent in a variety of packaging formats, including but not limited to sachets, bottles, cans, and others. In parallel, brands, such as HEX, have introduced flexible, upright pouches with a tap for dispensing liquid detergent. Moreover, P&G introduced Tide Eco-Box, a sealed bag of ultra-compacted liquid detergent inside a cardboard box with a dosing cup and a new no-drip twist tap. Such packaging innovations have gained huge popularity among consumers, which have augmented the demand for liquid detergents, thereby propelling the growth of the market.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

#### 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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