

Global 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. According to the research, many people are having concern with the vanishing of fabric color after wash. Hence, leading fabric brand has partnered with Designer Giles Deaco for the social experiment "first wash anxiety", whose main purpose is to come up with a product which could be applied on every type of fabric without affecting its color. In Addition to this, Ariel has already launched its new product "Ariel's new 3 in 1 pods" with the same features; the product is getting attraction of population. On the other hand, fabric softener is also becoming trending in the market of fabric care and wash. People like the benefits of fabric softener. Hence, it is becoming advantageous for manufacturing companies. Recently, Sunburst Chemicals has created new product SG81 Fabric Softener and Sour which is mainly designed for hard water conditions.

Now days, marketers are also using innovative advertising technique with washing machines. With the innovative technology, consumers can set their washing machines via cellphones from a far place. This factor is becoming a great opportunity for fabric and wash care manufacturers. Hence, companies are coming up with new experiments to match with the innovative washing machines.

Improvement in lifestyle and rise in disposable income are some of the factors leading



the growth of fabric wash and care market. Additionally, Diversification of product portfolio and growing awareness about the benefits related to fabric wash are some of the other factors driving the demand for fabric care and wash in the market. However, side effects associated with cleaning products could hamper the fabric care and wash market.

The Fabric Wash and Care Market are segmented on the basis of Application, Product type, and Geography. 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 Geography, the market is segmented into North America, Europe, Asia-Pacific, and LAMEA (Latin America, Middle East, and Africa).

The key influencing factors of the global Fabric Wash & Care have been discussed in the report along with the elaborated company profiles of 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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