

# Global Liquid Detergent Market (2019 - 2025)

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## Abstracts

The Global Liquid Detergent Market size is expected to reach \$39.8 billion by 2025, rising at a market growth of 5.02% CAGR during the forecast period.

Liquid detergents are a complex mixture of surfactants used for effective cleaning action on dirt and grease. These detergents help in the washing process by reducing the surface tension of water. Liquid detergent, with extensive use of fragrance and conditioners, is attracting a number of consumers. The liquid detergent market is expected to witness robust growth in the near future along with a surge in urbanization and a significant increase in penetration of washing machines.

Based on the Nature, the market is segmented into Organic and Conventional. Based on Application, the market is segmented into Laundry and Dish Washing. Dishwashing liquid detergent is a detergent used to assist in dishwashing. These detergents are a highly-foaming mixture of surfactants which do not cause much irritation and is usually used for washing glasses, plates, cutlery, and cooking utensils in a sink or bowl. Soaps have prevailed across the market for centuries and there are several washing powders in the market which claim better cleaning power. However, they contain synthetic chemicals which can lead to the deterioration of fabric over time and eventually ruin clothes. In comparison, liquid detergents are found to be much gentler for washing clothes.

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 Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

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 Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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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