

# LAMEA 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

According to Brazilian Consumer Laundry Study, the average male and female living alone does laundry once a week. Additionally, stain issues are also increasing. On average, launderers in Brazil conduct nearly three out of four pre-main wash (pre-treat, pre-rinse, soak, pre-wash) steps at least sometimes. Owing to this, many companies are launching more products and have also increased manufacturing of fabric wash products.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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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