

# North America 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

Crown Health Care Laundry Services, Columbia brought Hygienically Clean Healthcare certification to North America. Additionally, Growth in awareness about the harmful effects by fabric wash products has encouraged customers to shift towards the eco-friendly and organic products. Hence, Major companies dealing in the production of fabric wash product have focused on launching innovative and eco-friendly products. Recently, Tide launched "Tide Purclean", a biobased detergent, with the cleaning qualities of Tide Original Liquid Laundry Detergent. Other market players are also expected to launch more 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 U.S, Canada, Mexico, and Rest of North America.

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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