

# North America Liquid Detergent Market (2019 - 2025)

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## Abstracts

The North America Liquid Detergent Market would witness market growth of 4.6% CAGR during the forecast period (2019 – 2025).

Liquid detergents are chemically different from soaps that can emulsify oil and also act as a wetting agent. They are manufactured from soap, zeolites, bleach, complexion agents, and other enzymes. Liquid detergent is a mixture of chemical compounds that include alkyl benzene sulfonates. The concept of liquid detergent was introduced after powder detergents and bars/soaps gained popularity. However, the adoption of liquid detergent has gained substantial market share comparatively. North America is expected to lead in terms of liquid detergent market share during the forecast period. Major vendors are adopting growth through acquisition strategy to increase their market presence. For instance, in September 2016, Henkel acquired Sun Products Corporation to expand its detergents product portfolio including laundry detergent, fabric softeners, stain removers, and dish detergents to expand its business in North America.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

## 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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