

# 2018-2023 Global Laundry Care Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Laundry Care market for 2018-2023.

Laundry refers to the washing of clothing and other textiles. Laundry processes are often done in a room reserved for that purpose; in an individual home this is referred to as a laundry room or utility room. An apartment building or student hall of residence may have a shared laundry facility. A stand-alone business is referred to as a self-service laundry. The material that is being washed, or has been laundered, is also generally referred to as laundry.

Laundry processes include washing (usually with water containing detergents or other chemicals), agitation, rinsing, drying, pressing (ironing), and folding. The washing will often be done at a temperature above room temperature to increase the activities of any chemicals used and the solubility of stains, and high temperatures kill micro-organisms that may be present on the fabric. Many professional laundry services are present in the market which offers at different price range.

Over the next five years, LPI(LP Information) projects that Laundry Care will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Laundry Care market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated

from the sales of the following segments:

Segmentation by product type:

Laundry Detergent

Fabric Softener

Bleach

Other Specialty Products

Eco-Friendly Products

Segmentation by application:

Residential

Commercial

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Church & Dwight

Henkel

Procter & Gamble

The Clorox

Unilever

Bombril

Colgate

SC Johnson & Son Inc

Goodmaid Chemicals

Jyothy Laboratories

Kao Group

LG Household and Healthcare

Lion

McBride

Method Products

Nirma

Phoenix Brands

PZ Cussons

Reckitt Benckiser

Rohit Surfactants

Safeway

Seventh Generation

Spotless Iberia

Tesco

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## **RESEARCH OBJECTIVES**

To study and analyze the global Laundry Care consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Laundry Care market by identifying its various subsegments.

Focuses on the key global Laundry Care manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Laundry Care with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Laundry Care submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new

product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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