

2018-2023 Global Laundry Detergent 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 Detergent market for 2018-2023.

Laundry detergent is a type of detergent (For cleaning, softening and color protection) that is added for cleaning laundry, commonly mixtures of chemical compounds. Laundry detergent can be divided into laundry powder, liquid laundry detergent and Softener. Linear alkyl benzene sulfonic acid (LABSA), sodium hydroxide are the main raw materials. Manufacturing companies purchase materials from the large-sized raw materials manufacturers and distributors.

Laundry detergents are often applied in household and commercial industry, and households occupy the largest share.

The price of laundry detergent keeps decreasing in 2015 owing to raw material price. The product profit margin is about 54 % in 2016, and it also declines slightly in recent years. In the next few years, we predict that price will increase slightly. As competition intensifies, prices gap between different brands will go narrowing.

Over the next five years, LPI(LP Information) projects that Laundry Detergent 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 Detergent 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:

Powder Detergent

Liquid Detergent

Segmentation by application:

Home Use

Commercial Use

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:

LG HOUSEHOLD & HEALTH CARE LTD

Procter & Gamble

Henkel

Aekyung Industrial

Pigeon Corporation

CJ Lion Corporation

Baby & Basic

Dong Bang Co., Ltd

MUKUNGHWA

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 Detergent 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 Detergent market by identifying its various subsegments.

Focuses on the key global Laundry Detergent 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 Detergent 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 Detergent 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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