

# 2018-2023 Global Laundry and Dishwashing 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 and Dishwashing Detergent market for 2018-2023.

Dishwashing detergent is a detergent used to assist in dishwashing. It is usually a highly-foaming mixture of surfactants with low skin irritation, and is primarily used for hand washing of glasses, plates, cutlery, and cooking utensils in a sink or bowl. In addition to its primary use, dishwashing liquid also has various informal applications, such as for creating bubbles, clothes washing and cleaning oil-affected birds.

Laundry detergent, or washing powder, is a type of detergent (cleaning agent) that is added for cleaning laundry. While detergent is still sold in powdered form, liquid detergents have been taking major market shares in many countries since their introduction in the 1950s.

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

Laundry detergent

Dishwashing detergent

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:

Colgate-Palmolive

Henkel

P&G

Reckitt Benckiser

Unilever

Bombril

Church & Dwight

Clorox Company

Godrej Consumer Products

Kao Corporation

McBride

Rohit Surfactants

Saraya Goodmaid Chemicals

SC Johnson & Son

Seventh Generation

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 and Dishwashing 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 and Dishwashing Detergent market by identifying its various subsegments.

Focuses on the key global Laundry and Dishwashing 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 and Dishwashing 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 and Dishwashing 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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