

Global Clothing Mist Market Growth 2026-2032

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Abstracts

The global Clothing Mist market size is predicted to grow from US\$ 2299 million in 2025 to US\$ 3384 million in 2032; it is expected to grow at a CAGR of 5.7% from 2026 to 2032.

Clothing mist is a ready-to-use spray-format fabric care product applied directly to garments and soft textile surfaces such as bedding, curtains, upholstery, carpets, pet beds, sports gear, shoes and travel clothing. Typical formulations combine water, alcohol-based solvents, fragrance systems, odor-neutralizing ingredients, surfactants, preservatives, pH regulators and, in selected products, antimicrobial actives or wrinkle-relaxing agents. The primary function is to refresh fabrics between washes by reducing odors, improving sensory freshness and extending the usable interval of garments or soft furnishings. Depending on positioning, products may also provide wrinkle release, static control, fragrance delivery, fabric-safe sanitization, soft-surface disinfection, mildew control or sports-gear deodorization.

Based on our research, clothing mist is a relatively small but resilient sub-category within the broader laundry care, home care and air care ecosystem. Its core role is not to replace laundry, but to provide a convenient refresh solution for lightly worn garments, hard-to-wash fabrics, upholstery, bedding, curtains, sports gear, travel clothing and pet-related textiles. A conservative scope is essential: products explicitly positioned for fabric, clothing or soft-surface use should be included, while conventional laundry detergents, fabric softeners, scent beads, dryer sheets, pure air fresheners and general disinfectants should remain outside the revenue model. The category benefits from consumer demand for convenience, reduced washing frequency, quick odor control and sensory freshness between laundry cycles.

Demand is most developed in North America, Japan and the UK. North America is driven by household odor control, pet ownership, sports gear, soft furnishings and

established Febreze consumer behavior. Japan has a strong consumer habit around deodorizing suits, uniforms, bedding and textiles that cannot be washed frequently. The UK market is particularly active in room-and-fabric fresheners, crease releasers and fragrance-led home care. China has a large laundry and hygiene consumer base, but the strict fabric refresher spray category remains less mature than laundry detergent, laundry sanitizer or fabric softener. Chinese companies are therefore more relevant today as potential entrants, local OEM/ODM suppliers and future brand builders than as current global leaders in this narrow category.

From a product and technology perspective, the category is moving from simple fragrance masking toward odor-neutralizing chemistry, encapsulated fragrance release, fabric-safe antimicrobial benefits, wrinkle release, static control, sports-fabric compatibility and safer ingredient positioning. Sustainability and safety claims are becoming more important, especially in North America and Europe, where safer cleaning labels, fragrance standards, ingredient transparency and refillable packaging influence product development. The most attractive future growth pockets are likely to be premium home fragrance, activewear and gear deodorization, pet households, hospitality, travel-size formats, fragrance-free odor control and fabric-safe hygiene sprays.

LP Information, Inc. (LPI) ' newest research report, the "Clothing Mist Industry Forecast" looks at past sales and reviews total world Clothing Mist sales in 2025, providing a comprehensive analysis by region and market sector of projected Clothing Mist sales for 2026 through 2032. With Clothing Mist sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Clothing Mist industry.

This Insight Report provides a comprehensive analysis of the global Clothing Mist landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Clothing Mist portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Clothing Mist market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Clothing Mist and breaks down the forecast by Type, by Sale Channel, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and

quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Clothing Mist.

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

Segmentation by Type:

Fabric Refresher Spray

Wrinkle Release Spray

Fabric Sanitizing Spray

Other

Segmentation by Application:

Daily Clothing Care

Home Textile Care

Sports & Outdoor Gear Care

Other

Segmentation by Sale Channel:

Online Sales

Offline Sales

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

The Procter & Gamble Company

Unilever PLC

Reckitt Benckiser Group plc

Kao Corporation

Henkel AG & Co. KGaA

S. C. Johnson & Son, Inc.

The Clorox Company

Church & Dwight Co., Inc.

Lion Corporation

Faultless Brands

Zep Inc.

Clean Control Corporation

Fabulosa Ltd

The London Oil Refining Company Ltd.

HEX Performance

Zero Odor LLC

Defunkify

Ocean Star Inc.

Health & Beyond

Private Label Retail

Key Questions Addressed in this Report

What is the 10-year outlook for the global Clothing Mist market?

What factors are driving Clothing Mist market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Clothing Mist market opportunities vary by end market size?

How does Clothing Mist break out by Type, by Sale Channel?

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