

Global Fabric Softener Market Growth 2024-2030

<https://marketpublishers.com/r/GDC7033221FEN.html>

Date: January 2024

Pages: 133

Price: US\$ 3,660.00 (Single User License)

ID: GDC7033221FEN

Abstracts

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

According to our LPI (LP Information) latest study, the global Fabric Softener market size was valued at US\$ 7895.7 million in 2023. With growing demand in downstream market, the Fabric Softener is forecast to a readjusted size of US\$ 9647.9 million by 2030 with a CAGR of 2.9% during review period.

The research report highlights the growth potential of the global Fabric Softener market. Fabric Softener are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Fabric Softener. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Fabric Softener market.

Fabric softener is a product used while laundering to make clothes soft and eliminate static cling. Depending on the brand one purchases, it can be added at the beginning of the laundry cycle at the same time detergent is dispensed or during the rinse cycle. It can also come in sheets to be placed in the dryer.

P&G, Unilever, Church & Dwight, Colgate, Henkel, Ecover, Scjohnson, Werner & Mertz, Sodalis, KAO, Lion, Mitsuei, Pigeon, AIE, Blue Moon, Lvsan, Liby and Yipinjing are global major suppliers. P&G and Unilever are global top two suppliers, which separately took a sales share of 16% and 13%.

Key Features:

The report on Fabric Softener market reflects various aspects and provide valuable

insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Fabric Softener market. It may include historical data, market segmentation by Type (e.g., Liquid Fabric Softener, Fabric Softener Sheets), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Fabric Softener market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Fabric Softener market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Fabric Softener industry. This include advancements in Fabric Softener technology, Fabric Softener new entrants, Fabric Softener new investment, and other innovations that are shaping the future of Fabric Softener.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Fabric Softener market. It includes factors influencing customer ' purchasing decisions, preferences for Fabric Softener product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Fabric Softener market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Fabric Softener market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Fabric Softener market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Fabric Softener industry. This

includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report concludes with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Fabric Softener market.

Market Segmentation:

Fabric Softener market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Segmentation by type

- Liquid Fabric Softener

- Fabric Softener Sheets

Segmentation by application

- Supermarket

- Store

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 analyzing the company's coverage, product portfolio, its market penetration.

P&G

Unilever

Church & Dwight

Colgate

Henkel

Ecover

Scjohnson

Werner & Mertz

Sodalis

KAO

Lion

Mitsuei

Pigeon

AIEn

Blue Moon

Lvsan

Liby

Yipinjing

Key Questions Addressed in this Report

What is the 10-year outlook for the global Fabric Softener market?

What factors are driving Fabric Softener market growth, globally and by region?

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

How do Fabric Softener market opportunities vary by end market size?

How does Fabric Softener break out type, application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Fabric Softener Annual Sales 2019-2030
 - 2.1.2 World Current & Future Analysis for Fabric Softener by Geographic Region, 2019, 2023 & 2030
 - 2.1.3 World Current & Future Analysis for Fabric Softener by Country/Region, 2019, 2023 & 2030
- 2.2 Fabric Softener Segment by Type
 - 2.2.1 Liquid Fabric Softener
 - 2.2.2 Fabric Softener Sheets
- 2.3 Fabric Softener Sales by Type
 - 2.3.1 Global Fabric Softener Sales Market Share by Type (2019-2024)
 - 2.3.2 Global Fabric Softener Revenue and Market Share by Type (2019-2024)
 - 2.3.3 Global Fabric Softener Sale Price by Type (2019-2024)
- 2.4 Fabric Softener Segment by Application
 - 2.4.1 Supermarket
 - 2.4.2 Store
- 2.5 Fabric Softener Sales by Application
 - 2.5.1 Global Fabric Softener Sale Market Share by Application (2019-2024)
 - 2.5.2 Global Fabric Softener Revenue and Market Share by Application (2019-2024)
 - 2.5.3 Global Fabric Softener Sale Price by Application (2019-2024)

3 GLOBAL FABRIC SOFTENER BY COMPANY

- 3.1 Global Fabric Softener Breakdown Data by Company

- 3.1.1 Global Fabric Softener Annual Sales by Company (2019-2024)
- 3.1.2 Global Fabric Softener Sales Market Share by Company (2019-2024)
- 3.2 Global Fabric Softener Annual Revenue by Company (2019-2024)
 - 3.2.1 Global Fabric Softener Revenue by Company (2019-2024)
 - 3.2.2 Global Fabric Softener Revenue Market Share by Company (2019-2024)
- 3.3 Global Fabric Softener Sale Price by Company
- 3.4 Key Manufacturers Fabric Softener Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers Fabric Softener Product Location Distribution
 - 3.4.2 Players Fabric Softener Products Offered
- 3.5 Market Concentration Rate Analysis
 - 3.5.1 Competition Landscape Analysis
 - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2019-2024)
- 3.6 New Products and Potential Entrants
- 3.7 Mergers & Acquisitions, Expansion

4 WORLD HISTORIC REVIEW FOR FABRIC SOFTENER BY GEOGRAPHIC REGION

- 4.1 World Historic Fabric Softener Market Size by Geographic Region (2019-2024)
 - 4.1.1 Global Fabric Softener Annual Sales by Geographic Region (2019-2024)
 - 4.1.2 Global Fabric Softener Annual Revenue by Geographic Region (2019-2024)
- 4.2 World Historic Fabric Softener Market Size by Country/Region (2019-2024)
 - 4.2.1 Global Fabric Softener Annual Sales by Country/Region (2019-2024)
 - 4.2.2 Global Fabric Softener Annual Revenue by Country/Region (2019-2024)
- 4.3 Americas Fabric Softener Sales Growth
- 4.4 APAC Fabric Softener Sales Growth
- 4.5 Europe Fabric Softener Sales Growth
- 4.6 Middle East & Africa Fabric Softener Sales Growth

5 AMERICAS

- 5.1 Americas Fabric Softener Sales by Country
 - 5.1.1 Americas Fabric Softener Sales by Country (2019-2024)
 - 5.1.2 Americas Fabric Softener Revenue by Country (2019-2024)
- 5.2 Americas Fabric Softener Sales by Type
- 5.3 Americas Fabric Softener Sales by Application
- 5.4 United States
- 5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Fabric Softener Sales by Region

6.1.1 APAC Fabric Softener Sales by Region (2019-2024)

6.1.2 APAC Fabric Softener Revenue by Region (2019-2024)

6.2 APAC Fabric Softener Sales by Type

6.3 APAC Fabric Softener Sales by Application

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Fabric Softener by Country

7.1.1 Europe Fabric Softener Sales by Country (2019-2024)

7.1.2 Europe Fabric Softener Revenue by Country (2019-2024)

7.2 Europe Fabric Softener Sales by Type

7.3 Europe Fabric Softener Sales by Application

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Fabric Softener by Country

8.1.1 Middle East & Africa Fabric Softener Sales by Country (2019-2024)

8.1.2 Middle East & Africa Fabric Softener Revenue by Country (2019-2024)

8.2 Middle East & Africa Fabric Softener Sales by Type

8.3 Middle East & Africa Fabric Softener Sales by Application

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Fabric Softener

10.3 Manufacturing Process Analysis of Fabric Softener

10.4 Industry Chain Structure of Fabric Softener

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Fabric Softener Distributors

11.3 Fabric Softener Customer

12 WORLD FORECAST REVIEW FOR FABRIC SOFTENER BY GEOGRAPHIC REGION

12.1 Global Fabric Softener Market Size Forecast by Region

12.1.1 Global Fabric Softener Forecast by Region (2025-2030)

12.1.2 Global Fabric Softener Annual Revenue Forecast by Region (2025-2030)

12.2 Americas Forecast by Country

12.3 APAC Forecast by Region

12.4 Europe Forecast by Country

12.5 Middle East & Africa Forecast by Country

12.6 Global Fabric Softener Forecast by Type

12.7 Global Fabric Softener Forecast by Application

13 KEY PLAYERS ANALYSIS

13.1 P&G

13.1.1 P&G Company Information

13.1.2 P&G Fabric Softener Product Portfolios and Specifications

13.1.3 P&G Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)

13.1.4 P&G Main Business Overview

13.1.5 P&G Latest Developments

13.2 Unilever

13.2.1 Unilever Company Information

13.2.2 Unilever Fabric Softener Product Portfolios and Specifications

13.2.3 Unilever Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)

13.2.4 Unilever Main Business Overview

13.2.5 Unilever Latest Developments

13.3 Church & Dwight

13.3.1 Church & Dwight Company Information

13.3.2 Church & Dwight Fabric Softener Product Portfolios and Specifications

13.3.3 Church & Dwight Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)

13.3.4 Church & Dwight Main Business Overview

13.3.5 Church & Dwight Latest Developments

13.4 Colgate

13.4.1 Colgate Company Information

13.4.2 Colgate Fabric Softener Product Portfolios and Specifications

13.4.3 Colgate Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)

13.4.4 Colgate Main Business Overview

13.4.5 Colgate Latest Developments

13.5 Henkel

13.5.1 Henkel Company Information

13.5.2 Henkel Fabric Softener Product Portfolios and Specifications

13.5.3 Henkel Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)

13.5.4 Henkel Main Business Overview

13.5.5 Henkel Latest Developments

13.6 Ecover

13.6.1 Ecover Company Information

13.6.2 Ecover Fabric Softener Product Portfolios and Specifications

13.6.3 Ecover Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)

13.6.4 Ecover Main Business Overview

13.6.5 Ecover Latest Developments

13.7 Scjohnson

13.7.1 Scjohnson Company Information

13.7.2 Scjohnson Fabric Softener Product Portfolios and Specifications

13.7.3 Scjohnson Fabric Softener Sales, Revenue, Price and Gross Margin
(2019-2024)

13.7.4 Scjohnson Main Business Overview

13.7.5 Scjohnson Latest Developments

13.8 Werner & Mertz

13.8.1 Werner & Mertz Company Information

13.8.2 Werner & Mertz Fabric Softener Product Portfolios and Specifications

13.8.3 Werner & Mertz Fabric Softener Sales, Revenue, Price and Gross Margin
(2019-2024)

13.8.4 Werner & Mertz Main Business Overview

13.8.5 Werner & Mertz Latest Developments

13.9 Sodalis

13.9.1 Sodalis Company Information

13.9.2 Sodalis Fabric Softener Product Portfolios and Specifications

13.9.3 Sodalis Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)

13.9.4 Sodalis Main Business Overview

13.9.5 Sodalis Latest Developments

13.10 KAO

13.10.1 KAO Company Information

13.10.2 KAO Fabric Softener Product Portfolios and Specifications

13.10.3 KAO Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)

13.10.4 KAO Main Business Overview

13.10.5 KAO Latest Developments

13.11 Lion

13.11.1 Lion Company Information

13.11.2 Lion Fabric Softener Product Portfolios and Specifications

13.11.3 Lion Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)

13.11.4 Lion Main Business Overview

13.11.5 Lion Latest Developments

13.12 Mitsuei

13.12.1 Mitsuei Company Information

13.12.2 Mitsuei Fabric Softener Product Portfolios and Specifications

13.12.3 Mitsuei Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)

13.12.4 Mitsuei Main Business Overview

13.12.5 Mitsuei Latest Developments

13.13 Pigeon

- 13.13.1 Pigeon Company Information
- 13.13.2 Pigeon Fabric Softener Product Portfolios and Specifications
- 13.13.3 Pigeon Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.13.4 Pigeon Main Business Overview
- 13.13.5 Pigeon Latest Developments
- 13.14 AIEn
 - 13.14.1 AIEn Company Information
 - 13.14.2 AIEn Fabric Softener Product Portfolios and Specifications
 - 13.14.3 AIEn Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)
 - 13.14.4 AIEn Main Business Overview
 - 13.14.5 AIEn Latest Developments
- 13.15 Blue Moon
 - 13.15.1 Blue Moon Company Information
 - 13.15.2 Blue Moon Fabric Softener Product Portfolios and Specifications
 - 13.15.3 Blue Moon Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)
 - 13.15.4 Blue Moon Main Business Overview
 - 13.15.5 Blue Moon Latest Developments
- 13.16 Lvsan
 - 13.16.1 Lvsan Company Information
 - 13.16.2 Lvsan Fabric Softener Product Portfolios and Specifications
 - 13.16.3 Lvsan Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)
 - 13.16.4 Lvsan Main Business Overview
 - 13.16.5 Lvsan Latest Developments
- 13.17 Liby
 - 13.17.1 Liby Company Information
 - 13.17.2 Liby Fabric Softener Product Portfolios and Specifications
 - 13.17.3 Liby Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)
 - 13.17.4 Liby Main Business Overview
 - 13.17.5 Liby Latest Developments
- 13.18 Yipinjing
 - 13.18.1 Yipinjing Company Information
 - 13.18.2 Yipinjing Fabric Softener Product Portfolios and Specifications
 - 13.18.3 Yipinjing Fabric Softener Sales, Revenue, Price and Gross Margin (2019-2024)
 - 13.18.4 Yipinjing Main Business Overview
 - 13.18.5 Yipinjing Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Fabric Softener Annual Sales CAGR by Geographic Region (2019, 2023 & 2030) & (\$ millions)

Table 2. Fabric Softener Annual Sales CAGR by Country/Region (2019, 2023 & 2030) & (\$ millions)

Table 3. Major Players of Liquid Fabric Softener

Table 4. Major Players of Fabric Softener Sheets

Table 5. Global Fabric Softener Sales by Type (2019-2024) & (K MT)

Table 6. Global Fabric Softener Sales Market Share by Type (2019-2024)

Table 7. Global Fabric Softener Revenue by Type (2019-2024) & (\$ million)

Table 8. Global Fabric Softener Revenue Market Share by Type (2019-2024)

Table 9. Global Fabric Softener Sale Price by Type (2019-2024) & (USD/MT)

Table 10. Global Fabric Softener Sales by Application (2019-2024) & (K MT)

Table 11. Global Fabric Softener Sales Market Share by Application (2019-2024)

Table 12. Global Fabric Softener Revenue by Application (2019-2024)

Table 13. Global Fabric Softener Revenue Market Share by Application (2019-2024)

Table 14. Global Fabric Softener Sale Price by Application (2019-2024) & (USD/MT)

Table 15. Global Fabric Softener Sales by Company (2019-2024) & (K MT)

Table 16. Global Fabric Softener Sales Market Share by Company (2019-2024)

Table 17. Global Fabric Softener Revenue by Company (2019-2024) (\$ Millions)

Table 18. Global Fabric Softener Revenue Market Share by Company (2019-2024)

Table 19. Global Fabric Softener Sale Price by Company (2019-2024) & (USD/MT)

Table 20. Key Manufacturers Fabric Softener Producing Area Distribution and Sales Area

Table 21. Players Fabric Softener Products Offered

Table 22. Fabric Softener Concentration Ratio (CR3, CR5 and CR10) & (2019-2024)

Table 23. New Products and Potential Entrants

Table 24. Mergers & Acquisitions, Expansion

Table 25. Global Fabric Softener Sales by Geographic Region (2019-2024) & (K MT)

Table 26. Global Fabric Softener Sales Market Share Geographic Region (2019-2024)

Table 27. Global Fabric Softener Revenue by Geographic Region (2019-2024) & (\$ millions)

Table 28. Global Fabric Softener Revenue Market Share by Geographic Region (2019-2024)

Table 29. Global Fabric Softener Sales by Country/Region (2019-2024) & (K MT)

Table 30. Global Fabric Softener Sales Market Share by Country/Region (2019-2024)

- Table 31. Global Fabric Softener Revenue by Country/Region (2019-2024) & (\$ millions)
- Table 32. Global Fabric Softener Revenue Market Share by Country/Region (2019-2024)
- Table 33. Americas Fabric Softener Sales by Country (2019-2024) & (K MT)
- Table 34. Americas Fabric Softener Sales Market Share by Country (2019-2024)
- Table 35. Americas Fabric Softener Revenue by Country (2019-2024) & (\$ Millions)
- Table 36. Americas Fabric Softener Revenue Market Share by Country (2019-2024)
- Table 37. Americas Fabric Softener Sales by Type (2019-2024) & (K MT)
- Table 38. Americas Fabric Softener Sales by Application (2019-2024) & (K MT)
- Table 39. APAC Fabric Softener Sales by Region (2019-2024) & (K MT)
- Table 40. APAC Fabric Softener Sales Market Share by Region (2019-2024)
- Table 41. APAC Fabric Softener Revenue by Region (2019-2024) & (\$ Millions)
- Table 42. APAC Fabric Softener Revenue Market Share by Region (2019-2024)
- Table 43. APAC Fabric Softener Sales by Type (2019-2024) & (K MT)
- Table 44. APAC Fabric Softener Sales by Application (2019-2024) & (K MT)
- Table 45. Europe Fabric Softener Sales by Country (2019-2024) & (K MT)
- Table 46. Europe Fabric Softener Sales Market Share by Country (2019-2024)
- Table 47. Europe Fabric Softener Revenue by Country (2019-2024) & (\$ Millions)
- Table 48. Europe Fabric Softener Revenue Market Share by Country (2019-2024)
- Table 49. Europe Fabric Softener Sales by Type (2019-2024) & (K MT)
- Table 50. Europe Fabric Softener Sales by Application (2019-2024) & (K MT)
- Table 51. Middle East & Africa Fabric Softener Sales by Country (2019-2024) & (K MT)
- Table 52. Middle East & Africa Fabric Softener Sales Market Share by Country (2019-2024)
- Table 53. Middle East & Africa Fabric Softener Revenue by Country (2019-2024) & (\$ Millions)
- Table 54. Middle East & Africa Fabric Softener Revenue Market Share by Country (2019-2024)
- Table 55. Middle East & Africa Fabric Softener Sales by Type (2019-2024) & (K MT)
- Table 56. Middle East & Africa Fabric Softener Sales by Application (2019-2024) & (K MT)
- Table 57. Key Market Drivers & Growth Opportunities of Fabric Softener
- Table 58. Key Market Challenges & Risks of Fabric Softener
- Table 59. Key Industry Trends of Fabric Softener
- Table 60. Fabric Softener Raw Material
- Table 61. Key Suppliers of Raw Materials
- Table 62. Fabric Softener Distributors List
- Table 63. Fabric Softener Customer List

Table 64. Global Fabric Softener Sales Forecast by Region (2025-2030) & (K MT)

Table 65. Global Fabric Softener Revenue Forecast by Region (2025-2030) & (\$ millions)

Table 66. Americas Fabric Softener Sales Forecast by Country (2025-2030) & (K MT)

Table 67. Americas Fabric Softener Revenue Forecast by Country (2025-2030) & (\$ millions)

Table 68. APAC Fabric Softener Sales Forecast by Region (2025-2030) & (K MT)

Table 69. APAC Fabric Softener Revenue Forecast by Region (2025-2030) & (\$ millions)

Table 70. Europe Fabric Softener Sales Forecast by Country (2025-2030) & (K MT)

Table 71. Europe Fabric Softener Revenue Forecast by Country (2025-2030) & (\$ millions)

Table 72. Middle East & Africa Fabric Softener Sales Forecast by Country (2025-2030) & (K MT)

Table 73. Middle East & Africa Fabric Softener Revenue Forecast by Country (2025-2030) & (\$ millions)

Table 74. Global Fabric Softener Sales Forecast by Type (2025-2030) & (K MT)

Table 75. Global Fabric Softener Revenue Forecast by Type (2025-2030) & (\$ Millions)

Table 76. Global Fabric Softener Sales Forecast by Application (2025-2030) & (K MT)

Table 77. Global Fabric Softener Revenue Forecast by Application (2025-2030) & (\$ Millions)

Table 78. P&G Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 79. P&G Fabric Softener Product Portfolios and Specifications

Table 80. P&G Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 81. P&G Main Business

Table 82. P&G Latest Developments

Table 83. Unilever Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 84. Unilever Fabric Softener Product Portfolios and Specifications

Table 85. Unilever Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 86. Unilever Main Business

Table 87. Unilever Latest Developments

Table 88. Church & Dwight Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 89. Church & Dwight Fabric Softener Product Portfolios and Specifications

Table 90. Church & Dwight Fabric Softener Sales (K MT), Revenue (\$ Million), Price

(USD/MT) and Gross Margin (2019-2024)

Table 91. Church & Dwight Main Business

Table 92. Church & Dwight Latest Developments

Table 93. Colgate Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 94. Colgate Fabric Softener Product Portfolios and Specifications

Table 95. Colgate Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 96. Colgate Main Business

Table 97. Colgate Latest Developments

Table 98. Henkel Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 99. Henkel Fabric Softener Product Portfolios and Specifications

Table 100. Henkel Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 101. Henkel Main Business

Table 102. Henkel Latest Developments

Table 103. Ecover Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 104. Ecover Fabric Softener Product Portfolios and Specifications

Table 105. Ecover Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 106. Ecover Main Business

Table 107. Ecover Latest Developments

Table 108. Scjohnson Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 109. Scjohnson Fabric Softener Product Portfolios and Specifications

Table 110. Scjohnson Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 111. Scjohnson Main Business

Table 112. Scjohnson Latest Developments

Table 113. Werner & Mertz Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 114. Werner & Mertz Fabric Softener Product Portfolios and Specifications

Table 115. Werner & Mertz Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 116. Werner & Mertz Main Business

Table 117. Werner & Mertz Latest Developments

Table 118. Sodalis Basic Information, Fabric Softener Manufacturing Base, Sales Area

and Its Competitors

Table 119. Sodalis Fabric Softener Product Portfolios and Specifications

Table 120. Sodalis Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 121. Sodalis Main Business

Table 122. Sodalis Latest Developments

Table 123. KAO Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 124. KAO Fabric Softener Product Portfolios and Specifications

Table 125. KAO Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 126. KAO Main Business

Table 127. KAO Latest Developments

Table 128. Lion Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 129. Lion Fabric Softener Product Portfolios and Specifications

Table 130. Lion Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 131. Lion Main Business

Table 132. Lion Latest Developments

Table 133. Mitsuei Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 134. Mitsuei Fabric Softener Product Portfolios and Specifications

Table 135. Mitsuei Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 136. Mitsuei Main Business

Table 137. Mitsuei Latest Developments

Table 138. Pigeon Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 139. Pigeon Fabric Softener Product Portfolios and Specifications

Table 140. Pigeon Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 141. Pigeon Main Business

Table 142. Pigeon Latest Developments

Table 143. AIEn Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 144. AIEn Fabric Softener Product Portfolios and Specifications

Table 145. AIEn Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 146. AIEEn Main Business

Table 147. AIEEn Latest Developments

Table 148. Blue Moon Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 149. Blue Moon Fabric Softener Product Portfolios and Specifications

Table 150. Blue Moon Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 151. Blue Moon Main Business

Table 152. Blue Moon Latest Developments

Table 153. Lvsan Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 154. Lvsan Fabric Softener Product Portfolios and Specifications

Table 155. Lvsan Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 156. Lvsan Main Business

Table 157. Lvsan Latest Developments

Table 158. Liby Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 159. Liby Fabric Softener Product Portfolios and Specifications

Table 160. Liby Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 161. Liby Main Business

Table 162. Liby Latest Developments

Table 163. Yipinjing Basic Information, Fabric Softener Manufacturing Base, Sales Area and Its Competitors

Table 164. Yipinjing Fabric Softener Product Portfolios and Specifications

Table 165. Yipinjing Fabric Softener Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 166. Yipinjing Main Business

Table 167. Yipinjing Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Fabric Softener
- Figure 2. Fabric Softener Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Fabric Softener Sales Growth Rate 2019-2030 (K MT)
- Figure 7. Global Fabric Softener Revenue Growth Rate 2019-2030 (\$ Millions)
- Figure 8. Fabric Softener Sales by Region (2019, 2023 & 2030) & (\$ Millions)
- Figure 9. Product Picture of Liquid Fabric Softener
- Figure 10. Product Picture of Fabric Softener Sheets
- Figure 11. Global Fabric Softener Sales Market Share by Type in 2023
- Figure 12. Global Fabric Softener Revenue Market Share by Type (2019-2024)
- Figure 13. Fabric Softener Consumed in Supermarket
- Figure 14. Global Fabric Softener Market: Supermarket (2019-2024) & (K MT)
- Figure 15. Fabric Softener Consumed in Store
- Figure 16. Global Fabric Softener Market: Store (2019-2024) & (K MT)
- Figure 17. Global Fabric Softener Sales Market Share by Application (2023)
- Figure 18. Global Fabric Softener Revenue Market Share by Application in 2023
- Figure 19. Fabric Softener Sales Market by Company in 2023 (K MT)
- Figure 20. Global Fabric Softener Sales Market Share by Company in 2023
- Figure 21. Fabric Softener Revenue Market by Company in 2023 (\$ Million)
- Figure 22. Global Fabric Softener Revenue Market Share by Company in 2023
- Figure 23. Global Fabric Softener Sales Market Share by Geographic Region (2019-2024)
- Figure 24. Global Fabric Softener Revenue Market Share by Geographic Region in 2023
- Figure 25. Americas Fabric Softener Sales 2019-2024 (K MT)
- Figure 26. Americas Fabric Softener Revenue 2019-2024 (\$ Millions)
- Figure 27. APAC Fabric Softener Sales 2019-2024 (K MT)
- Figure 28. APAC Fabric Softener Revenue 2019-2024 (\$ Millions)
- Figure 29. Europe Fabric Softener Sales 2019-2024 (K MT)
- Figure 30. Europe Fabric Softener Revenue 2019-2024 (\$ Millions)
- Figure 31. Middle East & Africa Fabric Softener Sales 2019-2024 (K MT)
- Figure 32. Middle East & Africa Fabric Softener Revenue 2019-2024 (\$ Millions)
- Figure 33. Americas Fabric Softener Sales Market Share by Country in 2023

- Figure 34. Americas Fabric Softener Revenue Market Share by Country in 2023
- Figure 35. Americas Fabric Softener Sales Market Share by Type (2019-2024)
- Figure 36. Americas Fabric Softener Sales Market Share by Application (2019-2024)
- Figure 37. United States Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 38. Canada Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 39. Mexico Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 40. Brazil Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 41. APAC Fabric Softener Sales Market Share by Region in 2023
- Figure 42. APAC Fabric Softener Revenue Market Share by Regions in 2023
- Figure 43. APAC Fabric Softener Sales Market Share by Type (2019-2024)
- Figure 44. APAC Fabric Softener Sales Market Share by Application (2019-2024)
- Figure 45. China Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 46. Japan Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 47. South Korea Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 48. Southeast Asia Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 49. India Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 50. Australia Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 51. China Taiwan Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 52. Europe Fabric Softener Sales Market Share by Country in 2023
- Figure 53. Europe Fabric Softener Revenue Market Share by Country in 2023
- Figure 54. Europe Fabric Softener Sales Market Share by Type (2019-2024)
- Figure 55. Europe Fabric Softener Sales Market Share by Application (2019-2024)
- Figure 56. Germany Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 57. France Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 58. UK Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 59. Italy Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 60. Russia Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 61. Middle East & Africa Fabric Softener Sales Market Share by Country in 2023
- Figure 62. Middle East & Africa Fabric Softener Revenue Market Share by Country in 2023
- Figure 63. Middle East & Africa Fabric Softener Sales Market Share by Type (2019-2024)
- Figure 64. Middle East & Africa Fabric Softener Sales Market Share by Application (2019-2024)
- Figure 65. Egypt Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 66. South Africa Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 67. Israel Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 68. Turkey Fabric Softener Revenue Growth 2019-2024 (\$ Millions)
- Figure 69. GCC Country Fabric Softener Revenue Growth 2019-2024 (\$ Millions)

- Figure 70. Manufacturing Cost Structure Analysis of Fabric Softener in 2023
- Figure 71. Manufacturing Process Analysis of Fabric Softener
- Figure 72. Industry Chain Structure of Fabric Softener
- Figure 73. Channels of Distribution
- Figure 74. Global Fabric Softener Sales Market Forecast by Region (2025-2030)
- Figure 75. Global Fabric Softener Revenue Market Share Forecast by Region (2025-2030)
- Figure 76. Global Fabric Softener Sales Market Share Forecast by Type (2025-2030)
- Figure 77. Global Fabric Softener Revenue Market Share Forecast by Type (2025-2030)
- Figure 78. Global Fabric Softener Sales Market Share Forecast by Application (2025-2030)
- Figure 79. Global Fabric Softener Revenue Market Share Forecast by Application (2025-2030)

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