

Global In-wash Laundry Scent Booster Market Growth 2026-2032

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Abstracts

The global In-wash Laundry Scent Booster market size is predicted to grow from US\$ 3533 million in 2025 to US\$ 5781 million in 2032; it is expected to grow at a CAGR of 7.5% from 2026 to 2032.

In-wash laundry scent boosters are fragrance-enhancing additives designed to be added directly into the washing machine drum alongside detergent to provide long-lasting scent retention on fabrics. These products typically come in bead, crystal, or pellet form and dissolve during the wash cycle, embedding fragrance microcapsules into textile fibers. From a value chain perspective, upstream includes fragrance compound suppliers, polymer encapsulation material manufacturers, colorant suppliers, and packaging producers; midstream focuses on blending, encapsulation technology, granulation, filling, quality testing, branding, and distribution; downstream demand comes from household consumers, premium laundry users, retail supermarkets, and e-commerce platforms. In 2025, the average selling price of in-wash laundry scent boosters is approximately US\$8.60 per unit, with global sales volume reaching around 420 million units. The industry maintains a gross margin of 45%-65%, supported by fragrance differentiation, brand premium positioning, and repeat purchase cycles.

United States market for In-wash Laundry Scent Booster is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for In-wash Laundry Scent Booster is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for In-wash Laundry Scent Booster is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key In-wash Laundry Scent Booster players cover Procter & Gamble, Unilever, Henkel, Church & Dwight, Reckitt, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

This Insight Report provides a comprehensive analysis of the global In-wash Laundry Scent Booster 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 In-wash Laundry Scent Booster portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global In-wash Laundry Scent Booster market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for In-wash Laundry Scent Booster and breaks down the forecast by Type, by Application, 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 In-wash Laundry Scent Booster.

This report presents a comprehensive overview, market shares, and growth opportunities of In-wash Laundry Scent Booster market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Floral

Fresh Linen

Fruity

Luxury Perfume Inspired

Segmentation by Positioning:

Mass Market

Mid-Range

Premium

Segmentation by Packaging Size:

Small Pack

Medium Pack

Large Family Pack

Segmentation by Application:

Household & Consumer

Hospitality Industry

Healthcare Facilities

Laundry Service Providers

Others

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.

Procter & Gamble

Unilever

Henkel

Church & Dwight

Reckitt

Kao

Lion Corporation

Nice Group

Liby

Blue Moon

Key Questions Addressed in this Report

What is the 10-year outlook for the global In-wash Laundry Scent Booster market?

What factors are driving In-wash Laundry Scent Booster market growth, globally and by region?

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

How do In-wash Laundry Scent Booster market opportunities vary by end market size?

How does In-wash Laundry Scent Booster break out by Type, by Application?

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