

Global Laundry Additives Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Laundry Additives market size is predicted to grow from US\$ 2042 million in 2025 to US\$ 2718 million in 2032; it is expected to grow at a CAGR of 4.0% from 2026 to 2032.

Laundry Additives are supplemental chemical or biological agents added to laundry processes to enhance cleaning performance, remove stains, eliminate odors, soften fabrics, brighten colors, protect fibers, and improve overall washing efficiency beyond what standard detergents can achieve.

The laundry additives industry chain begins upstream with producers of surfactants, enzymes, optical brighteners, chelating agents, polymers, fragrances, encapsulation materials, and packaging components, continues midstream with chemical formulators and manufacturers that blend, process, stabilize, perfume, color, encapsulate, and package additives into liquid, powder, and gel formats, and ends downstream with detergent brand owners, distributors, online and offline retailers, commercial laundry service providers, hospitality and healthcare operators, and household consumers who integrate additives into wash cycles to improve fabric care, stain removal, and overall cleaning performance.

Current projects under construction and planned include expansions of enzyme fermentation capacities by major biosolution companies, investments in bio-based surfactant plants across Europe and Asia, development of new polymer soil-release technologies, establishment of specialty additive production facilities in emerging markets, modernization of fragrance encapsulation lines, regionalization of supply chains to reduce dependency on imported intermediates, sustainability-driven R&D initiatives for biodegradable and low-chemical-load additives, and collaborations

between detergent brands and chemical producers to create premium, high-performance laundry additive formulations for global consumer and commercial markets.

2025 Global Market Average Gross Profit Margin: 22%.

The laundry additives market is expanding steadily as consumers and commercial laundry operators increasingly demand enhanced washing performance, fabric care, and odor control. Growth is driven by rising urbanization, higher disposable incomes, and a shift toward premium laundry routines that incorporate specialized boosters beyond traditional detergents. Significant innovation is occurring in enzyme-based and bio-based additives as sustainability becomes a major purchasing factor in both developed and emerging regions.

Asia-Pacific represents the largest growth region due to rapid population expansion, modern retail penetration, and increased use of washing machines. North America and Europe lead the premium segment, with strong adoption of fragrance beads, color protectants, and advanced stain removers. Market opportunities continue to emerge from commercial and industrial laundry sectors, including healthcare and hospitality, where hygiene requirements and high wash frequency drive demand for high-performance additive formulations. However, the industry faces risks such as raw material price volatility, tightening environmental regulations on chemicals, and growing scrutiny of microplastics and non-biodegradable polymers.

Competitive dynamics are influenced by innovation in encapsulated fragrances, enzyme efficiency, and multifunctional additive systems. Leading chemical producers are focusing on digital formulation tools and modular additive systems to support detergent manufacturers seeking faster product development cycles. In addition, small niche brands offering eco-friendly laundry boosters are gaining traction, challenging established mass-market products.

Overall, the market is transitioning toward more sustainable, high-performance, and value-added formulations that address specific cleaning challenges and evolving consumer preferences.

LPI (LP Information)' newest research report, the "Laundry Additives Industry Forecast" looks at past sales and reviews total world Laundry Additives sales in 2025, providing a comprehensive analysis by region and market sector of projected Laundry Additives sales for 2026 through 2032. With Laundry Additives sales broken down by region,

market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Laundry Additives industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Laundry Additives 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 Laundry Additives.

This report presents a comprehensive overview, market shares, and growth opportunities of Laundry Additives market by product type, application, key players and key regions and countries.

Segmentation by Type:

Surfactant-Based Additives

Enzyme-Based Additives

Polymer-Based Additives

Fragrance-Based Additives

Others

Segmentation by Functional Category:

Stain Removal Additives

Fabric Softening Additives

Color Protection Additives

Odor Control Additives

Others

Segmentation by Laundry Physical Form:

Liquid

Powder

Gel

Capsule/Bead

Others

Segmentation by Application:

Household Washing

Commercial Washing

Industrial Textile Washing

Hospitality & Healthcare Laundry

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

BASF

Croda

Evonik

Solvay

Clariant

Stepan

Huntsman

Ashland

Novonesis Novozymes

IFF

Lubrizol

Nouryon

DOW

Kao

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