

# Global Scented Laundry Detergent Market Growth 2023-2029

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## Abstracts

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Laundry detergent is a type of detergent (cleaning agent) used for cleaning dirty laundry (clothes). Laundry detergent is manufactured in powder (washing powder) and liquid form. While powdered and liquid detergents hold roughly equal share of the worldwide laundry detergent market in terms of value, powdered detergents are sold twice as much compared to liquids in terms of volume.

LPI (LP Information)' newest research report, the “Scented Laundry Detergent Industry Forecast” looks at past sales and reviews total world Scented Laundry Detergent sales in 2022, providing a comprehensive analysis by region and market sector of projected Scented Laundry Detergent sales for 2023 through 2029. With Scented Laundry Detergent sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Scented Laundry Detergent industry.

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

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

The global Scented Laundry Detergent market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Scented Laundry Detergent is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Scented Laundry Detergent is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Scented Laundry Detergent is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Scented Laundry Detergent players cover P&G, Unilever, Henkel, Church&Dwight, Kao, Lion, Reckitt Benckiser, Clorox and Liby, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

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

Market Segmentation:

Segmentation by type

Powder Detergent

Liquid Detergent

Segmentation by application

Home Use

## Commercial Use

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

Henkel

Church&Dwight

Kao

Lion

Reckitt Benckiser

Clorox

Liby

Nice

Blue Moon

Shanghai White Cat

Pangkam

NaFine

Lam Soon

Lonkey

### Key Questions Addressed in this Report

What is the 10-year outlook for the global Scented Laundry Detergent market?

What factors are driving Scented Laundry Detergent market growth, globally and by region?

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

How do Scented Laundry Detergent market opportunities vary by end market size?

How does Scented Laundry Detergent break out type, application?

What are the influences of COVID-19 and Russia-Ukraine war?

## 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 Scented Laundry Detergent Annual Sales 2018-2029
  - 2.1.2 World Current & Future Analysis for Scented Laundry Detergent by Geographic Region, 2018, 2022 & 2029
  - 2.1.3 World Current & Future Analysis for Scented Laundry Detergent by Country/Region, 2018, 2022 & 2029
- 2.2 Scented Laundry Detergent Segment by Type
  - 2.2.1 Powder Detergent
  - 2.2.2 Liquid Detergent
- 2.3 Scented Laundry Detergent Sales by Type
  - 2.3.1 Global Scented Laundry Detergent Sales Market Share by Type (2018-2023)
  - 2.3.2 Global Scented Laundry Detergent Revenue and Market Share by Type (2018-2023)
  - 2.3.3 Global Scented Laundry Detergent Sale Price by Type (2018-2023)
- 2.4 Scented Laundry Detergent Segment by Application
  - 2.4.1 Home Use
  - 2.4.2 Commercial Use
- 2.5 Scented Laundry Detergent Sales by Application
  - 2.5.1 Global Scented Laundry Detergent Sale Market Share by Application (2018-2023)
  - 2.5.2 Global Scented Laundry Detergent Revenue and Market Share by Application (2018-2023)
  - 2.5.3 Global Scented Laundry Detergent Sale Price by Application (2018-2023)

### **3 GLOBAL SCENTED LAUNDRY DETERGENT BY COMPANY**

#### 3.1 Global Scented Laundry Detergent Breakdown Data by Company

3.1.1 Global Scented Laundry Detergent Annual Sales by Company (2018-2023)

3.1.2 Global Scented Laundry Detergent Sales Market Share by Company (2018-2023)

#### 3.2 Global Scented Laundry Detergent Annual Revenue by Company (2018-2023)

3.2.1 Global Scented Laundry Detergent Revenue by Company (2018-2023)

3.2.2 Global Scented Laundry Detergent Revenue Market Share by Company (2018-2023)

#### 3.3 Global Scented Laundry Detergent Sale Price by Company

#### 3.4 Key Manufacturers Scented Laundry Detergent Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Scented Laundry Detergent Product Location Distribution

3.4.2 Players Scented Laundry Detergent Products Offered

#### 3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2018-2023)

#### 3.6 New Products and Potential Entrants

#### 3.7 Mergers & Acquisitions, Expansion

### **4 WORLD HISTORIC REVIEW FOR SCENTED LAUNDRY DETERGENT BY GEOGRAPHIC REGION**

#### 4.1 World Historic Scented Laundry Detergent Market Size by Geographic Region (2018-2023)

4.1.1 Global Scented Laundry Detergent Annual Sales by Geographic Region (2018-2023)

4.1.2 Global Scented Laundry Detergent Annual Revenue by Geographic Region (2018-2023)

#### 4.2 World Historic Scented Laundry Detergent Market Size by Country/Region (2018-2023)

4.2.1 Global Scented Laundry Detergent Annual Sales by Country/Region (2018-2023)

4.2.2 Global Scented Laundry Detergent Annual Revenue by Country/Region (2018-2023)

#### 4.3 Americas Scented Laundry Detergent Sales Growth

#### 4.4 APAC Scented Laundry Detergent Sales Growth

#### 4.5 Europe Scented Laundry Detergent Sales Growth

#### 4.6 Middle East & Africa Scented Laundry Detergent Sales Growth

## **5 AMERICAS**

### 5.1 Americas Scented Laundry Detergent Sales by Country

5.1.1 Americas Scented Laundry Detergent Sales by Country (2018-2023)

5.1.2 Americas Scented Laundry Detergent Revenue by Country (2018-2023)

### 5.2 Americas Scented Laundry Detergent Sales by Type

### 5.3 Americas Scented Laundry Detergent Sales by Application

### 5.4 United States

### 5.5 Canada

### 5.6 Mexico

### 5.7 Brazil

## **6 APAC**

### 6.1 APAC Scented Laundry Detergent Sales by Region

6.1.1 APAC Scented Laundry Detergent Sales by Region (2018-2023)

6.1.2 APAC Scented Laundry Detergent Revenue by Region (2018-2023)

### 6.2 APAC Scented Laundry Detergent Sales by Type

### 6.3 APAC Scented Laundry Detergent 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 Scented Laundry Detergent by Country

7.1.1 Europe Scented Laundry Detergent Sales by Country (2018-2023)

7.1.2 Europe Scented Laundry Detergent Revenue by Country (2018-2023)

### 7.2 Europe Scented Laundry Detergent Sales by Type

### 7.3 Europe Scented Laundry Detergent 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 Scented Laundry Detergent by Country

8.1.1 Middle East & Africa Scented Laundry Detergent Sales by Country (2018-2023)

8.1.2 Middle East & Africa Scented Laundry Detergent Revenue by Country (2018-2023)

8.2 Middle East & Africa Scented Laundry Detergent Sales by Type

8.3 Middle East & Africa Scented Laundry Detergent 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 Scented Laundry Detergent

10.3 Manufacturing Process Analysis of Scented Laundry Detergent

10.4 Industry Chain Structure of Scented Laundry Detergent

## **11 MARKETING, DISTRIBUTORS AND CUSTOMER**

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Scented Laundry Detergent Distributors

11.3 Scented Laundry Detergent Customer

## **12 WORLD FORECAST REVIEW FOR SCENTED LAUNDRY DETERGENT BY GEOGRAPHIC REGION**

- 12.1 Global Scented Laundry Detergent Market Size Forecast by Region
  - 12.1.1 Global Scented Laundry Detergent Forecast by Region (2024-2029)
  - 12.1.2 Global Scented Laundry Detergent Annual Revenue Forecast by Region (2024-2029)
- 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 Scented Laundry Detergent Forecast by Type
- 12.7 Global Scented Laundry Detergent Forecast by Application

## **13 KEY PLAYERS ANALYSIS**

### 13.1 P&G

- 13.1.1 P&G Company Information
- 13.1.2 P&G Scented Laundry Detergent Product Portfolios and Specifications
- 13.1.3 P&G Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)
- 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 Scented Laundry Detergent Product Portfolios and Specifications
- 13.2.3 Unilever Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)
- 13.2.4 Unilever Main Business Overview
- 13.2.5 Unilever Latest Developments

### 13.3 Henkel

- 13.3.1 Henkel Company Information
- 13.3.2 Henkel Scented Laundry Detergent Product Portfolios and Specifications
- 13.3.3 Henkel Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)
- 13.3.4 Henkel Main Business Overview
- 13.3.5 Henkel Latest Developments

### 13.4 Church&Dwight

- 13.4.1 Church&Dwight Company Information
- 13.4.2 Church&Dwight Scented Laundry Detergent Product Portfolios and Specifications

13.4.3 Church&Dwight Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)

13.4.4 Church&Dwight Main Business Overview

13.4.5 Church&Dwight Latest Developments

13.5 Kao

13.5.1 Kao Company Information

13.5.2 Kao Scented Laundry Detergent Product Portfolios and Specifications

13.5.3 Kao Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)

13.5.4 Kao Main Business Overview

13.5.5 Kao Latest Developments

13.6 Lion

13.6.1 Lion Company Information

13.6.2 Lion Scented Laundry Detergent Product Portfolios and Specifications

13.6.3 Lion Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)

13.6.4 Lion Main Business Overview

13.6.5 Lion Latest Developments

13.7 Reckitt Benckiser

13.7.1 Reckitt Benckiser Company Information

13.7.2 Reckitt Benckiser Scented Laundry Detergent Product Portfolios and Specifications

13.7.3 Reckitt Benckiser Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)

13.7.4 Reckitt Benckiser Main Business Overview

13.7.5 Reckitt Benckiser Latest Developments

13.8 Clorox

13.8.1 Clorox Company Information

13.8.2 Clorox Scented Laundry Detergent Product Portfolios and Specifications

13.8.3 Clorox Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)

13.8.4 Clorox Main Business Overview

13.8.5 Clorox Latest Developments

13.9 Liby

13.9.1 Liby Company Information

13.9.2 Liby Scented Laundry Detergent Product Portfolios and Specifications

13.9.3 Liby Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)

13.9.4 Liby Main Business Overview

- 13.9.5 Liby Latest Developments
- 13.10 Nice
  - 13.10.1 Nice Company Information
  - 13.10.2 Nice Scented Laundry Detergent Product Portfolios and Specifications
  - 13.10.3 Nice Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)
  - 13.10.4 Nice Main Business Overview
  - 13.10.5 Nice Latest Developments
- 13.11 Blue Moon
  - 13.11.1 Blue Moon Company Information
  - 13.11.2 Blue Moon Scented Laundry Detergent Product Portfolios and Specifications
  - 13.11.3 Blue Moon Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)
  - 13.11.4 Blue Moon Main Business Overview
  - 13.11.5 Blue Moon Latest Developments
- 13.12 Shanghai White Cat
  - 13.12.1 Shanghai White Cat Company Information
  - 13.12.2 Shanghai White Cat Scented Laundry Detergent Product Portfolios and Specifications
  - 13.12.3 Shanghai White Cat Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)
  - 13.12.4 Shanghai White Cat Main Business Overview
  - 13.12.5 Shanghai White Cat Latest Developments
- 13.13 Pangkam
  - 13.13.1 Pangkam Company Information
  - 13.13.2 Pangkam Scented Laundry Detergent Product Portfolios and Specifications
  - 13.13.3 Pangkam Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)
  - 13.13.4 Pangkam Main Business Overview
  - 13.13.5 Pangkam Latest Developments
- 13.14 NaFine
  - 13.14.1 NaFine Company Information
  - 13.14.2 NaFine Scented Laundry Detergent Product Portfolios and Specifications
  - 13.14.3 NaFine Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)
  - 13.14.4 NaFine Main Business Overview
  - 13.14.5 NaFine Latest Developments
- 13.15 Lam Soon
  - 13.15.1 Lam Soon Company Information

- 13.15.2 Lam Soon Scented Laundry Detergent Product Portfolios and Specifications
- 13.15.3 Lam Soon Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)
- 13.15.4 Lam Soon Main Business Overview
- 13.15.5 Lam Soon Latest Developments
- 13.16 Lonkey
  - 13.16.1 Lonkey Company Information
  - 13.16.2 Lonkey Scented Laundry Detergent Product Portfolios and Specifications
  - 13.16.3 Lonkey Scented Laundry Detergent Sales, Revenue, Price and Gross Margin (2018-2023)
  - 13.16.4 Lonkey Main Business Overview
  - 13.16.5 Lonkey Latest Developments

## **14 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES

Table 1. Scented Laundry Detergent Annual Sales CAGR by Geographic Region (2018, 2022 & 2029) & (\$ millions)

Table 2. Scented Laundry Detergent Annual Sales CAGR by Country/Region (2018, 2022 & 2029) & (\$ millions)

Table 3. Major Players of Powder Detergent

Table 4. Major Players of Liquid Detergent

Table 5. Global Scented Laundry Detergent Sales by Type (2018-2023) & (K Units)

Table 6. Global Scented Laundry Detergent Sales Market Share by Type (2018-2023)

Table 7. Global Scented Laundry Detergent Revenue by Type (2018-2023) & (\$ million)

Table 8. Global Scented Laundry Detergent Revenue Market Share by Type (2018-2023)

Table 9. Global Scented Laundry Detergent Sale Price by Type (2018-2023) & (US\$/Unit)

Table 10. Global Scented Laundry Detergent Sales by Application (2018-2023) & (K Units)

Table 11. Global Scented Laundry Detergent Sales Market Share by Application (2018-2023)

Table 12. Global Scented Laundry Detergent Revenue by Application (2018-2023)

Table 13. Global Scented Laundry Detergent Revenue Market Share by Application (2018-2023)

Table 14. Global Scented Laundry Detergent Sale Price by Application (2018-2023) & (US\$/Unit)

Table 15. Global Scented Laundry Detergent Sales by Company (2018-2023) & (K Units)

Table 16. Global Scented Laundry Detergent Sales Market Share by Company (2018-2023)

Table 17. Global Scented Laundry Detergent Revenue by Company (2018-2023) (\$ Millions)

Table 18. Global Scented Laundry Detergent Revenue Market Share by Company (2018-2023)

Table 19. Global Scented Laundry Detergent Sale Price by Company (2018-2023) & (US\$/Unit)

Table 20. Key Manufacturers Scented Laundry Detergent Producing Area Distribution and Sales Area

Table 21. Players Scented Laundry Detergent Products Offered

Table 22. Scented Laundry Detergent Concentration Ratio (CR3, CR5 and CR10) & (2018-2023)

Table 23. New Products and Potential Entrants

Table 24. Mergers & Acquisitions, Expansion

Table 25. Global Scented Laundry Detergent Sales by Geographic Region (2018-2023) & (K Units)

Table 26. Global Scented Laundry Detergent Sales Market Share Geographic Region (2018-2023)

Table 27. Global Scented Laundry Detergent Revenue by Geographic Region (2018-2023) & (\$ millions)

Table 28. Global Scented Laundry Detergent Revenue Market Share by Geographic Region (2018-2023)

Table 29. Global Scented Laundry Detergent Sales by Country/Region (2018-2023) & (K Units)

Table 30. Global Scented Laundry Detergent Sales Market Share by Country/Region (2018-2023)

Table 31. Global Scented Laundry Detergent Revenue by Country/Region (2018-2023) & (\$ millions)

Table 32. Global Scented Laundry Detergent Revenue Market Share by Country/Region (2018-2023)

Table 33. Americas Scented Laundry Detergent Sales by Country (2018-2023) & (K Units)

Table 34. Americas Scented Laundry Detergent Sales Market Share by Country (2018-2023)

Table 35. Americas Scented Laundry Detergent Revenue by Country (2018-2023) & (\$ Millions)

Table 36. Americas Scented Laundry Detergent Revenue Market Share by Country (2018-2023)

Table 37. Americas Scented Laundry Detergent Sales by Type (2018-2023) & (K Units)

Table 38. Americas Scented Laundry Detergent Sales by Application (2018-2023) & (K Units)

Table 39. APAC Scented Laundry Detergent Sales by Region (2018-2023) & (K Units)

Table 40. APAC Scented Laundry Detergent Sales Market Share by Region (2018-2023)

Table 41. APAC Scented Laundry Detergent Revenue by Region (2018-2023) & (\$ Millions)

Table 42. APAC Scented Laundry Detergent Revenue Market Share by Region (2018-2023)

Table 43. APAC Scented Laundry Detergent Sales by Type (2018-2023) & (K Units)

Table 44. APAC Scented Laundry Detergent Sales by Application (2018-2023) & (K Units)

Table 45. Europe Scented Laundry Detergent Sales by Country (2018-2023) & (K Units)

Table 46. Europe Scented Laundry Detergent Sales Market Share by Country (2018-2023)

Table 47. Europe Scented Laundry Detergent Revenue by Country (2018-2023) & (\$ Millions)

Table 48. Europe Scented Laundry Detergent Revenue Market Share by Country (2018-2023)

Table 49. Europe Scented Laundry Detergent Sales by Type (2018-2023) & (K Units)

Table 50. Europe Scented Laundry Detergent Sales by Application (2018-2023) & (K Units)

Table 51. Middle East & Africa Scented Laundry Detergent Sales by Country (2018-2023) & (K Units)

Table 52. Middle East & Africa Scented Laundry Detergent Sales Market Share by Country (2018-2023)

Table 53. Middle East & Africa Scented Laundry Detergent Revenue by Country (2018-2023) & (\$ Millions)

Table 54. Middle East & Africa Scented Laundry Detergent Revenue Market Share by Country (2018-2023)

Table 55. Middle East & Africa Scented Laundry Detergent Sales by Type (2018-2023) & (K Units)

Table 56. Middle East & Africa Scented Laundry Detergent Sales by Application (2018-2023) & (K Units)

Table 57. Key Market Drivers & Growth Opportunities of Scented Laundry Detergent

Table 58. Key Market Challenges & Risks of Scented Laundry Detergent

Table 59. Key Industry Trends of Scented Laundry Detergent

Table 60. Scented Laundry Detergent Raw Material

Table 61. Key Suppliers of Raw Materials

Table 62. Scented Laundry Detergent Distributors List

Table 63. Scented Laundry Detergent Customer List

Table 64. Global Scented Laundry Detergent Sales Forecast by Region (2024-2029) & (K Units)

Table 65. Global Scented Laundry Detergent Revenue Forecast by Region (2024-2029) & (\$ millions)

Table 66. Americas Scented Laundry Detergent Sales Forecast by Country (2024-2029) & (K Units)

Table 67. Americas Scented Laundry Detergent Revenue Forecast by Country (2024-2029) & (\$ millions)



Table 68. APAC Scented Laundry Detergent Sales Forecast by Region (2024-2029) & (K Units)

Table 69. APAC Scented Laundry Detergent Revenue Forecast by Region (2024-2029) & (\$ millions)

Table 70. Europe Scented Laundry Detergent Sales Forecast by Country (2024-2029) & (K Units)

Table 71. Europe Scented Laundry Detergent Revenue Forecast by Country (2024-2029) & (\$ millions)

Table 72. Middle East & Africa Scented Laundry Detergent Sales Forecast by Country (2024-2029) & (K Units)

Table 73. Middle East & Africa Scented Laundry Detergent Revenue Forecast by Country (2024-2029) & (\$ millions)

Table 74. Global Scented Laundry Detergent Sales Forecast by Type (2024-2029) & (K Units)

Table 75. Global Scented Laundry Detergent Revenue Forecast by Type (2024-2029) & (\$ Millions)

Table 76. Global Scented Laundry Detergent Sales Forecast by Application (2024-2029) & (K Units)

Table 77. Global Scented Laundry Detergent Revenue Forecast by Application (2024-2029) & (\$ Millions)

Table 78. P&G Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 79. P&G Scented Laundry Detergent Product Portfolios and Specifications

Table 80. P&G Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 81. P&G Main Business

Table 82. P&G Latest Developments

Table 83. Unilever Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 84. Unilever Scented Laundry Detergent Product Portfolios and Specifications

Table 85. Unilever Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 86. Unilever Main Business

Table 87. Unilever Latest Developments

Table 88. Henkel Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 89. Henkel Scented Laundry Detergent Product Portfolios and Specifications

Table 90. Henkel Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 91. Henkel Main Business

Table 92. Henkel Latest Developments

Table 93. Church&Dwight Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 94. Church&Dwight Scented Laundry Detergent Product Portfolios and Specifications

Table 95. Church&Dwight Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 96. Church&Dwight Main Business

Table 97. Church&Dwight Latest Developments

Table 98. Kao Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 99. Kao Scented Laundry Detergent Product Portfolios and Specifications

Table 100. Kao Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 101. Kao Main Business

Table 102. Kao Latest Developments

Table 103. Lion Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 104. Lion Scented Laundry Detergent Product Portfolios and Specifications

Table 105. Lion Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 106. Lion Main Business

Table 107. Lion Latest Developments

Table 108. Reckitt Benckiser Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 109. Reckitt Benckiser Scented Laundry Detergent Product Portfolios and Specifications

Table 110. Reckitt Benckiser Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 111. Reckitt Benckiser Main Business

Table 112. Reckitt Benckiser Latest Developments

Table 113. Clorox Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 114. Clorox Scented Laundry Detergent Product Portfolios and Specifications

Table 115. Clorox Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 116. Clorox Main Business

Table 117. Clorox Latest Developments

Table 118. Liby Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 119. Liby Scented Laundry Detergent Product Portfolios and Specifications

Table 120. Liby Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 121. Liby Main Business

Table 122. Liby Latest Developments

Table 123. Nice Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 124. Nice Scented Laundry Detergent Product Portfolios and Specifications

Table 125. Nice Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 126. Nice Main Business

Table 127. Nice Latest Developments

Table 128. Blue Moon Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 129. Blue Moon Scented Laundry Detergent Product Portfolios and Specifications

Table 130. Blue Moon Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 131. Blue Moon Main Business

Table 132. Blue Moon Latest Developments

Table 133. Shanghai White Cat Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 134. Shanghai White Cat Scented Laundry Detergent Product Portfolios and Specifications

Table 135. Shanghai White Cat Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 136. Shanghai White Cat Main Business

Table 137. Shanghai White Cat Latest Developments

Table 138. Pangkam Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 139. Pangkam Scented Laundry Detergent Product Portfolios and Specifications

Table 140. Pangkam Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 141. Pangkam Main Business

Table 142. Pangkam Latest Developments

Table 143. NaFine Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 144. NaFine Scented Laundry Detergent Product Portfolios and Specifications

Table 145. NaFine Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 146. NaFine Main Business

Table 147. NaFine Latest Developments

Table 148. Lam Soon Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 149. Lam Soon Scented Laundry Detergent Product Portfolios and Specifications

Table 150. Lam Soon Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 151. Lam Soon Main Business

Table 152. Lam Soon Latest Developments

Table 153. Lonkey Basic Information, Scented Laundry Detergent Manufacturing Base, Sales Area and Its Competitors

Table 154. Lonkey Scented Laundry Detergent Product Portfolios and Specifications

Table 155. Lonkey Scented Laundry Detergent Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 156. Lonkey Main Business

Table 157. Lonkey Latest Developments

## List Of Figures

### LIST OF FIGURES

- Figure 1. Picture of Scented Laundry Detergent
- Figure 2. Scented Laundry Detergent Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Scented Laundry Detergent Sales Growth Rate 2018-2029 (K Units)
- Figure 7. Global Scented Laundry Detergent Revenue Growth Rate 2018-2029 (\$ Millions)
- Figure 8. Scented Laundry Detergent Sales by Region (2018, 2022 & 2029) & (\$ Millions)
- Figure 9. Product Picture of Powder Detergent
- Figure 10. Product Picture of Liquid Detergent
- Figure 11. Global Scented Laundry Detergent Sales Market Share by Type in 2022
- Figure 12. Global Scented Laundry Detergent Revenue Market Share by Type (2018-2023)
- Figure 13. Scented Laundry Detergent Consumed in Home Use
- Figure 14. Global Scented Laundry Detergent Market: Home Use (2018-2023) & (K Units)
- Figure 15. Scented Laundry Detergent Consumed in Commercial Use
- Figure 16. Global Scented Laundry Detergent Market: Commercial Use (2018-2023) & (K Units)
- Figure 17. Global Scented Laundry Detergent Sales Market Share by Application (2022)
- Figure 18. Global Scented Laundry Detergent Revenue Market Share by Application in 2022
- Figure 19. Scented Laundry Detergent Sales Market by Company in 2022 (K Units)
- Figure 20. Global Scented Laundry Detergent Sales Market Share by Company in 2022
- Figure 21. Scented Laundry Detergent Revenue Market by Company in 2022 (\$ Million)
- Figure 22. Global Scented Laundry Detergent Revenue Market Share by Company in 2022
- Figure 23. Global Scented Laundry Detergent Sales Market Share by Geographic Region (2018-2023)
- Figure 24. Global Scented Laundry Detergent Revenue Market Share by Geographic Region in 2022
- Figure 25. Americas Scented Laundry Detergent Sales 2018-2023 (K Units)
- Figure 26. Americas Scented Laundry Detergent Revenue 2018-2023 (\$ Millions)

- Figure 27. APAC Scented Laundry Detergent Sales 2018-2023 (K Units)
- Figure 28. APAC Scented Laundry Detergent Revenue 2018-2023 (\$ Millions)
- Figure 29. Europe Scented Laundry Detergent Sales 2018-2023 (K Units)
- Figure 30. Europe Scented Laundry Detergent Revenue 2018-2023 (\$ Millions)
- Figure 31. Middle East & Africa Scented Laundry Detergent Sales 2018-2023 (K Units)
- Figure 32. Middle East & Africa Scented Laundry Detergent Revenue 2018-2023 (\$ Millions)
- Figure 33. Americas Scented Laundry Detergent Sales Market Share by Country in 2022
- Figure 34. Americas Scented Laundry Detergent Revenue Market Share by Country in 2022
- Figure 35. Americas Scented Laundry Detergent Sales Market Share by Type (2018-2023)
- Figure 36. Americas Scented Laundry Detergent Sales Market Share by Application (2018-2023)
- Figure 37. United States Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)
- Figure 38. Canada Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)
- Figure 39. Mexico Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)
- Figure 40. Brazil Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)
- Figure 41. APAC Scented Laundry Detergent Sales Market Share by Region in 2022
- Figure 42. APAC Scented Laundry Detergent Revenue Market Share by Regions in 2022
- Figure 43. APAC Scented Laundry Detergent Sales Market Share by Type (2018-2023)
- Figure 44. APAC Scented Laundry Detergent Sales Market Share by Application (2018-2023)
- Figure 45. China Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)
- Figure 46. Japan Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)
- Figure 47. South Korea Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)
- Figure 48. Southeast Asia Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)
- Figure 49. India Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)
- Figure 50. Australia Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)
- Figure 51. China Taiwan Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)
- Figure 52. Europe Scented Laundry Detergent Sales Market Share by Country in 2022
- Figure 53. Europe Scented Laundry Detergent Revenue Market Share by Country in

2022

Figure 54. Europe Scented Laundry Detergent Sales Market Share by Type (2018-2023)

Figure 55. Europe Scented Laundry Detergent Sales Market Share by Application (2018-2023)

Figure 56. Germany Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)

Figure 57. France Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)

Figure 58. UK Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)

Figure 59. Italy Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)

Figure 60. Russia Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)

Figure 61. Middle East & Africa Scented Laundry Detergent Sales Market Share by Country in 2022

Figure 62. Middle East & Africa Scented Laundry Detergent Revenue Market Share by Country in 2022

Figure 63. Middle East & Africa Scented Laundry Detergent Sales Market Share by Type (2018-2023)

Figure 64. Middle East & Africa Scented Laundry Detergent Sales Market Share by Application (2018-2023)

Figure 65. Egypt Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)

Figure 66. South Africa Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)

Figure 67. Israel Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)

Figure 68. Turkey Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)

Figure 69. GCC Country Scented Laundry Detergent Revenue Growth 2018-2023 (\$ Millions)

Figure 70. Manufacturing Cost Structure Analysis of Scented Laundry Detergent in 2022

Figure 71. Manufacturing Process Analysis of Scented Laundry Detergent

Figure 72. Industry Chain Structure of Scented Laundry Detergent

Figure 73. Channels of Distribution

Figure 74. Global Scented Laundry Detergent Sales Market Forecast by Region (2024-2029)

Figure 75. Global Scented Laundry Detergent Revenue Market Share Forecast by Region (2024-2029)

Figure 76. Global Scented Laundry Detergent Sales Market Share Forecast by Type (2024-2029)

Figure 77. Global Scented Laundry Detergent Revenue Market Share Forecast by Type (2024-2029)

Figure 78. Global Scented Laundry Detergent Sales Market Share Forecast by

Application (2024-2029)

Figure 79. Global Scented Laundry Detergent Revenue Market Share Forecast by  
Application (2024-2029)



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