

# Global Liquid Detergent Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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## Abstracts

A detergent is a surfactant or a mixture of surfactants with cleaning properties in dilute solutions. These substances are usually alkylbenzenesulfonates, a family of compounds that are similar to soap but are more soluble in hard water, because the polar sulfonate (of detergents) is less likely than the polar carboxylate (of soap) to bind to calcium and other ions found in hard water.

Based on the Liquid Detergent market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Liquid Detergent market covered in Chapter 5:

Amway  
NaFine  
LIBY Group  
Nice Group  
Church & Dwight  
Lonkey  
Blue Moon  
Beijing Lvsan Chemistry  
JieLushi  
Jyothy Laboratories  
Henkel  
Rohit Surfactants Pvt. Ltd. (RSPL)  
Phoenix Brand  
Baoding Qilijia Daily Chemical  
Shanghai White Cat Group  
Hindustan Unilever Limited (HUL)  
Procter & Gamble (P&G)  
Kao  
Chengdu Nymph Group  
Clorox  
Pangkam  
ReckittBenckiser  
Nirma  
RSPL Group  
Lion  
Scjohnson  
Beijing Yiqing Daily Chemical  
Kaimi  
Colgate  
Reward Group  
Lam Soon  
Jieneng Group

In Chapter 6, on the basis of types, the Liquid Detergent market from 2015 to 2025 is primarily split into:

Dish-washing Detergent  
Laundry Detergent

## Others

In Chapter 7, on the basis of applications, the Liquid Detergent market from 2015 to 2025 covers:

Hypermarkets and supermarkets

Independent stores

Convenience stores

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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