

# China Laundry Care Market Research Report 2016

<https://marketpublishers.com/r/C2C9B69422BEN.html>

Date: November 2016

Pages: 121

Price: US\$ 3,200.00 (Single User License)

ID: C2C9B69422BEN

## Abstracts

### Notes:

Sales, means the sales volume of Laundry Care

Revenue, means the sales value of Laundry Care

This report studies Laundry Care in China market, focuses on the top players in China market, with capacity, production, price, revenue and market share for each manufacturer, covering

Church & Dwight

Henkel

Procter & Gamble

The Clorox

Unilever

Bombril

Colgate

SC Johnson & Son Inc

Goodmaid Chemicals

Jyothy Laboratories

Kao Group

LG Household and Healthcare

Lion

McBride

Method Products

Nirma

Phoenix Brands

PZ Cussons (UK)

Reckitt Benckiser

Rohit Surfactants

Safeway

Seventh Generation

Spotless Iberia

Tesco

Split by product Type, with production, revenue, price, market share and growth rate of each type, can be divided into

Laundry Detergents

Fabric Softeners

Bleach

Other Specialty Products

Eco-Friendly Products

Split by Application, this report focuses on consumption, market share and growth rate of Laundry Care in each application, can be divided into

Institutional/commercial

Home

Application 3

## Contents

### China Laundry Care Market Research Report 2016

## **1 LAUNDRY CARE MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Laundry Care
- 1.2 Laundry Care Segment by Type
  - 1.2.1 China Production Market Share of Laundry Care Type in 2015
  - 1.2.2 Laundry Detergents
  - 1.2.3 Fabric Softeners
  - 1.2.4 Bleach
  - 1.2.5 Other Specialty Products
  - 1.2.6 Eco-Friendly Products
- 1.3 Applications of Laundry Care
  - 1.3.1 Laundry Care Consumption Market Share by Application in 2015
  - 1.3.2 Institutional/commercial
  - 1.3.3 Home
  - 1.3.4 Application
- 1.4 China Market Size (Value) of Laundry Care (2011-2021)
- 1.5 China Laundry Care Status and Outlook
- 1.6 Government Policies

## **2 CHINA LAUNDRY CARE MARKET COMPETITION BY MANUFACTURERS**

- 2.1 China Laundry Care Capacity, Production and Share by Manufacturers (2015 and 2016)
- 2.2 China Laundry Care Revenue and Share by Manufacturers (2015 and 2016)
- 2.3 China Laundry Care Average Price by Manufacturers (2015 and 2016)
- 2.4 Manufacturers Laundry Care Manufacturing Base Distribution, Sales Area, Product Type
- 2.5 Laundry Care Market Competitive Situation and Trends
  - 2.5.1 Laundry Care Market Concentration Rate
  - 2.5.2 Laundry Care Market Share of Top 3 and Top 5 Manufacturers

## **3 CHINA LAUNDRY CARE MANUFACTURERS PROFILES/ANALYSIS**

- 3.1 Church & Dwight
  - 3.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its

## Competitors

### 3.1.2 Laundry Care Product Type, Application and Specification

#### 3.1.2.1 Type I

#### 3.1.2.2 Type II

### 3.1.3 Church & Dwight Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

#### 3.1.4 Main Business/Business Overview

## 3.2 Henkel

### 3.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its

## Competitors

### 3.2.2 121 Product Type, Application and Specification

#### 3.2.2.1 Type I

#### 3.2.2.2 Type II

### 3.2.3 Henkel 121 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

#### 3.2.4 Main Business/Business Overview

## 3.3 Procter & Gamble

### 3.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its

## Competitors

### 3.3.2 126 Product Type, Application and Specification

#### 3.3.2.1 Type I

#### 3.3.2.2 Type II

### 3.3.3 Procter & Gamble 126 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

#### 3.3.4 Main Business/Business Overview

## 3.4 The Clorox

### 3.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its

## Competitors

### 3.4.2 Nov Product Type, Application and Specification

#### 3.4.2.1 Type I

#### 3.4.2.2 Type II

### 3.4.3 The Clorox Nov Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

#### 3.4.4 Main Business/Business Overview

## 3.5 Unilever

### 3.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its

## Competitors

### 3.5.2 Product Type, Application and Specification

#### 3.5.2.1 Type I

- 3.5.2.2 Type II
- 3.5.3 Unilever Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
- 3.5.4 Main Business/Business Overview
- 3.6 Bombril
  - 3.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.6.2 Million USD Product Type, Application and Specification
    - 3.6.2.1 Type I
    - 3.6.2.2 Type II
  - 3.6.3 Bombril Million USD Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.6.4 Main Business/Business Overview
- 3.7 Colgate
  - 3.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.7.2 Consumer Goods Product Type, Application and Specification
    - 3.7.2.1 Type I
    - 3.7.2.2 Type II
  - 3.7.3 Colgate Consumer Goods Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.7.4 Main Business/Business Overview
- 3.8 SC Johnson & Son Inc
  - 3.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.8.2 Product Type, Application and Specification
    - 3.8.2.1 Type I
    - 3.8.2.2 Type II
  - 3.8.3 SC Johnson & Son Inc Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.8.4 Main Business/Business Overview
- 3.9 Goodmaid Chemicals
  - 3.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.9.2 Product Type, Application and Specification
    - 3.9.2.1 Type I
    - 3.9.2.2 Type II
  - 3.9.3 Goodmaid Chemicals Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

- 3.9.4 Main Business/Business Overview
- 3.10 Jyothy Laboratories
  - 3.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.10.2 Product Type, Application and Specification
    - 3.10.2.1 Type I
    - 3.10.2.2 Type II
  - 3.10.3 Jyothy Laboratories Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.10.4 Main Business/Business Overview
- 3.11 Kao Group
- 3.12 LG Household and Healthcare
- 3.13 Lion
- 3.14 McBride
- 3.15 Method Products
- 3.16 Nirma
- 3.17 Phoenix Brands
- 3.18 PZ Cussons (UK)
- 3.19 Reckitt Benckiser
- 3.20 Rohit Surfactants
- 3.21 Safeway
- 3.22 Seventh Generation
- 3.23 Spotless Iberia
- 3.24 Tesco

#### **4 CHINA LAUNDRY CARE CAPACITY, PRODUCTION, REVENUE, CONSUMPTION, EXPORT AND IMPORT (2011-2016)**

- 4.1 China Laundry Care Capacity, Production and Growth (2011-2016)
- 4.2 China Laundry Care Revenue and Growth (2011-2016)
- 4.3 China Laundry Care Production, Consumption, Export and Import (2011-2016)

#### **5 CHINA LAUNDRY CARE PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE**

- 5.1 China Laundry Care Production and Market Share by Type (2011-2016)
- 5.2 China Laundry Care Revenue and Market Share by Type (2011-2016)
- 5.3 China Laundry Care Price by Type (2011-2016)
- 5.4 China Laundry Care Production Growth by Type (2011-2016)

## **6 CHINA LAUNDRY CARE MARKET ANALYSIS BY APPLICATION**

6.1 China Laundry Care Consumption and Market Share by Application (2011-2016)

6.2 China Laundry Care Consumption Growth Rate by Application (2011-2016)

6.3 Market Drivers and Opportunities

6.3.1 Potential Application

6.3.2 Emerging Markets/Countries

## **7 LAUNDRY CARE MANUFACTURING COST ANALYSIS**

7.1 Laundry Care Key Raw Materials Analysis

7.1.1 Key Raw Materials

7.1.2 Price Trend of Key Raw Materials

7.1.3 Key Suppliers of Raw Materials

7.1.4 Market Concentration Rate of Raw Materials

7.2 Proportion of Manufacturing Cost Structure

7.2.1 Raw Materials

7.2.2 Labor Cost

7.2.3 Manufacturing Expenses

7.3 Manufacturing Process Analysis of Laundry Care

## **8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

8.1 Laundry Care Industrial Chain Analysis

8.2 Upstream Raw Materials Sourcing

8.3 Raw Materials Sources of Laundry Care Major Manufacturers in 2015

8.4 Downstream Buyers

## **9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

9.1 Marketing Channel

9.1.1 Direct Marketing

9.1.2 Indirect Marketing

9.1.3 Marketing Channel Development Trend

9.2 Market Positioning

9.2.1 Pricing Strategy

9.2.2 Brand Strategy

9.2.3 Target Client



### 9.3 Distributors/Traders List

## **10 MARKET EFFECT FACTORS ANALYSIS**

### 10.1 Technology Progress/Risk

#### 10.1.1 Substitutes Threat

#### 10.1.2 Technology Progress in Related Industry

### 10.2 Consumer Needs/Customer Preference Change

### 10.3 Economic/Political Environmental Change

## **11 CHINA LAUNDRY CARE MARKET FORECAST (2016-2021)**

### 11.1 China Laundry Care Capacity, Production, Revenue Forecast (2016-2021)

### 11.2 China Laundry Care Production, Import, Export and Consumption Forecast (2016-2021)

### 11.3 China Laundry Care Production Forecast by Type (2016-2021)

### 11.4 China Laundry Care Consumption Forecast by Application (2016-2021)

### 11.5 Laundry Care Price Forecast (2016-2021)

## **12 RESEARCH FINDINGS AND CONCLUSION**

## **13 APPENDIX**

Author List

Disclosure Section

Research Methodology

Data Source

China Disclaimer

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Laundry Care  
Figure China Production Market Share of Laundry Care by Type in 2015  
Figure Product Picture of Laundry Detergents  
Table Major Manufacturers of Laundry Detergents  
Figure Product Picture of Fabric Softeners  
Table Major Manufacturers of Fabric Softeners  
Figure Product Picture of Bleach  
Table Major Manufacturers of Bleach  
Figure Product Picture of Other Specialty Products  
Table Major Manufacturers of Other Specialty Products  
Figure Product Picture of Eco-Friendly Products  
Table Major Manufacturers of Eco-Friendly Products  
Table Laundry Care Consumption Market Share by Application in 2015  
Figure Institutional/commercial Examples  
Figure Home Examples  
Figure Application 3 Examples  
Figure China Laundry Care Revenue (Million USD) and Growth Rate (2011-2021)  
Table China Laundry Care Capacity of Key Manufacturers (2015 and 2016)  
Table China Laundry Care Capacity Market Share of Key Manufacturers (2015 and 2016)  
Figure China Laundry Care Capacity of Key Manufacturers in 2015  
Figure China Laundry Care Capacity of Key Manufacturers in 2016  
Table China Laundry Care Production of Key Manufacturers (2015 and 2016)  
Table China Laundry Care Production Share by Manufacturers (2015 and 2016)  
Figure 2015 Laundry Care Production Share by Manufacturers  
Figure 2016 Laundry Care Production Share by Manufacturers  
Table China Laundry Care Revenue (Million USD) by Manufacturers (2015 and 2016)  
Table China Laundry Care Revenue Share by Manufacturers (2015 and 2016)  
Table 2015 China Laundry Care Revenue Share by Manufacturers  
Table 2016 China Laundry Care Revenue Share by Manufacturers  
Table China Market Laundry Care Average Price of Key Manufacturers (2015 and 2016)  
Figure China Market Laundry Care Average Price of Key Manufacturers in 2015  
Table Manufacturers Laundry Care Manufacturing Base Distribution and Sales Area  
Table Manufacturers Laundry Care Product Type

Figure Laundry Care Market Share of Top 3 Manufacturers

Figure Laundry Care Market Share of Top 5 Manufacturers

Table Church & Dwight Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Church & Dwight Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Church & Dwight Laundry Care Market Share (2011-2016)

Table Henkel Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Henkel Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Henkel Laundry Care Market Share (2011-2016)

Table Procter & Gamble Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Procter & Gamble Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Procter & Gamble Laundry Care Market Share (2011-2016)

Table The Clorox Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table The Clorox Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure The Clorox Laundry Care Market Share (2011-2016)

Table Unilever Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Unilever Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Unilever Laundry Care Market Share (2011-2016)

Table Bombril Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Bombril Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Bombril Laundry Care Market Share (2011-2016)

Table Colgate Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Colgate Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Colgate Laundry Care Market Share (2011-2016)

Table SC Johnson & Son Inc Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table SC Johnson & Son Inc Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure SC Johnson & Son Inc Laundry Care Market Share (2011-2016)

Table Goodmaid Chemicals Basic Information, Manufacturing Base, Sales Area and Its

## Competitors

Table Goodmaid Chemicals Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Goodmaid Chemicals Laundry Care Market Share (2011-2016)

Table Jyothy Laboratories Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Jyothy Laboratories Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Jyothy Laboratories Laundry Care Market Share (2011-2016)

Table Kao Group Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Kao Group Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Kao Group Laundry Care Market Share (2011-2016)

Table LG Household and Healthcare Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table LG Household and Healthcare Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure LG Household and Healthcare Laundry Care Market Share (2011-2016)

Table Lion Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Lion Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Lion Laundry Care Market Share (2011-2016)

Table McBride Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table McBride Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure McBride Laundry Care Market Share (2011-2016)

Table Method Products Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Method Products Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Method Products Laundry Care Market Share (2011-2016)

Table Nirma Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Nirma Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Nirma Laundry Care Market Share (2011-2016)

Table Phoenix Brands Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Phoenix Brands Laundry Care Capacity, Production, Revenue, Price and Gross

Margin (2011-2016)

Figure Phoenix Brands Laundry Care Market Share (2011-2016)

Table PZ Cussons (UK) Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table PZ Cussons (UK) Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure PZ Cussons (UK) Laundry Care Market Share (2011-2016)

Table Reckitt Benckiser Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Reckitt Benckiser Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Reckitt Benckiser Laundry Care Market Share (2011-2016)

Table Rohit Surfactants Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Rohit Surfactants Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Rohit Surfactants Laundry Care Market Share (2011-2016)

Table Safeway Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Safeway Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Safeway Laundry Care Market Share (2011-2016)

Table Seventh Generation Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Seventh Generation Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Seventh Generation Laundry Care Market Share (2011-2016)

Table Spotless Iberia Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Spotless Iberia Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Spotless Iberia Laundry Care Market Share (2011-2016)

Table Tesco Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Tesco Laundry Care Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Tesco Laundry Care Market Share (2011-2016)

Figure China Laundry Care Capacity, Production and Growth (2011-2016)

Figure China Laundry Care Revenue (Million USD) and Growth (2011-2016)

Table China Laundry Care Production, Consumption, Export and Import (2011-2016)

Table China Laundry Care Production by Type (2011-2016)

Table China Laundry Care Production Share by Type (2011-2016)  
Figure Production Market Share of Laundry Care by Type (2011-2016)  
Figure 2015 Production Market Share of Laundry Care by Type  
Table China Laundry Care Revenue by Type (2011-2016)  
Table China Laundry Care Revenue Share by Type (2011-2016)  
Figure Production Revenue Share of Laundry Care by Type (2011-2016)  
Figure 2015 Revenue Market Share of Laundry Care by Type  
Table China Laundry Care Price by Type (2011-2016)  
Figure China Laundry Care Production Growth by Type (2011-2016)  
Table China Laundry Care Consumption by Application (2011-2016)  
Table China Laundry Care Consumption Market Share by Application (2011-2016)  
Figure China Laundry Care Consumption Market Share by Application in 2015  
Table China Laundry Care Consumption Growth Rate by Application (2011-2016)  
Figure China Laundry Care Consumption Growth Rate by Application (2011-2016)  
Table Production Base and Market Concentration Rate of Raw Material  
Figure Price Trend of Key Raw Materials  
Table Key Suppliers of Raw Materials  
Figure Manufacturing Cost Structure of Laundry Care  
Figure Manufacturing Process Analysis of Laundry Care  
Figure Laundry Care Industrial Chain Analysis  
Table Raw Materials Sources of Laundry Care Major Manufacturers in 2015  
Table Major Buyers of Laundry Care  
Table Distributors/Traders List  
Figure China Laundry Care Capacity, Production and Growth Rate Forecast (2016-2021)  
Figure China Laundry Care Revenue and Growth Rate Forecast (2016-2021)  
Table China Laundry Care Production, Import, Export and Consumption Forecast (2016-2021)  
Table China Laundry Care Production Forecast by Type (2016-2021)  
Table China Laundry Care Consumption Forecast by Application (2016-2021)

## I would like to order

Product name: China Laundry Care Market Research Report 2016

Product link: <https://marketpublishers.com/r/C2C9B69422BEN.html>

Price: US\$ 3,200.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C2C9B69422BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970