

Global Fabric Softener Market 2017 Industry Trend and Forecast 2023

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Abstracts

This report studies the Fabric Softener market status and outlook of global and major regions, from angles of players, regions, product types and end industries; this report analyzes the top players in global and major regions, and splits the Fabric Softener market by product type.

Fabric softener is firstly popular in USA and Europe. Currently, it is mainly consumed in Asia-Pacific and Europe. USA consumption amount decreased from 406.72 K MT in 2012 to 378.46 K MT in 2017, with an average decrease rate of 1.43%. It seems that 'eco-conscious' consumers are looking to limit the amount of chemicals they use in their homes, dealing softeners a blow. While Asia-Pacific demand for fabric softener increased from 2218.18 K MT in 2012 to 2750.04 K MT in 2017, with an average increase rate of 4.39%. Huge population amount drive the consumption of fabric softener in Asia-Pacific region also it has great market potential.

The major players in global Fabric Softener market include

P&G

Unilever

Church & Dwight

Colgate

Henkel

Ecover

Scjohnson

Werner & Mertz

Sodalis

KAO

Lion

Mitsuei

Pigeon

AIE n

Blue Moon

Lvsan

Liby

Yipinjing

Geographically, this report is segmented into several key Regions, with Sales, Sales, revenue, Market Share (%) and Growth Rate (%) of Fabric Softener in these regions, from 2012 to 2023 (forecast), covering

North America

Europe

Asia-Pacific

South America

Middle East and Africa

On the basis of product, the Fabric Softener market is primarily split into

Liquid Fabric Softener

Fabric Softener Sheets

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(2018-2023)

Figure Middle East and Africa Fabric Softener Sales (K MT) and Growth Rate (%)

Forecast (2018-2023)

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