

United States Laundry Detergent Market Report 2017

https://marketpublishers.com/r/U96A4A108A6EN.html Date: January 2017 Pages: 117 Price: US\$ 3,800.00 (Single User License) ID: U96A4A108A6EN

Abstracts

Notes:

Sales, means the sales volume of Laundry Detergent

Revenue, means the sales value of Laundry Detergent

This report studies sales (consumption) of Laundry Detergent in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

P&G Unilever Church & Dwight Henkel Clorox ReckittBenckiser Kao Scjohnson Lion



Colgate

Amway

Phoenix Brand

LIBY Group

Nice Group

Blue Moon

Shanghai White Cat Group

Pangkam

Nafine

Lam Soon (Hong Kong) Limited

Lonkey

Reward Group

Kaimi

Baoding Qilijia Daily Chemical

Beijing Lvsan Chemistry

Jieneng Group

Chengdu Nymph Group

Beijing Yiqing Daily Chemical

Jielushi



Market Segment by States, covering

California

Texas

New York

Florida

Illinois

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

Weak alkaline liquid detergent

Neutral liquid detergent

Split by applications, this report focuses on sales, market share and growth rate of Laundry Detergent in each application, can be divided into

Textiles

Knitted fabrics

Bedding



Contents

United States Laundry Detergent Market Report 2017

1 LAUNDRY DETERGENT OVERVIEW

- 1.1 Product Overview and Scope of Laundry Detergent
- 1.2 Classification of Laundry Detergent
- 1.2.1 Weak alkaline liquid detergent
- 1.2.2 Neutral liquid detergent
- 1.3 Application of Laundry Detergent
- 1.3.1 Textiles
- 1.3.2 Knitted fabrics
- 1.3.3 Bedding

1.4 United States Market Size Sales (Volume) and Revenue (Value) of Laundry Detergent (2012-2022)

- 1.4.1 United States Laundry Detergent Sales and Growth Rate (2012-2022)
- 1.4.2 United States Laundry Detergent Revenue and Growth Rate (2012-2022)

2 UNITED STATES LAUNDRY DETERGENT COMPETITION BY MANUFACTURERS

2.1 United States Laundry Detergent Sales and Market Share of Key Manufacturers (2015 and 2016)

2.2 United States Laundry Detergent Revenue and Share by Manufactures (2015 and 2016)

2.3 United States Laundry Detergent Average Price by Manufactures (2015 and 2016)

- 2.4 Laundry Detergent Market Competitive Situation and Trends
- 2.4.1 Laundry Detergent Market Concentration Rate
- 2.4.2 Laundry Detergent Market Share of Top 3 and Top 5 Manufacturers
- 2.4.3 Mergers & Acquisitions, Expansion

3 UNITED STATES LAUNDRY DETERGENT SALES (VOLUME) AND REVENUE (VALUE) BY STATES (2012-2017)

3.1 United States Laundry Detergent Sales and Market Share by States (2012-2017)

3.2 United States Laundry Detergent Revenue and Market Share by States (2012-2017)

3.3 United States Laundry Detergent Price by States (2012-2017)

4 UNITED STATES LAUNDRY DETERGENT SALES (VOLUME) AND REVENUE



(VALUE) BY TYPE (2012-2017)

- 4.1 United States Laundry Detergent Sales and Market Share by Type (2012-2017)
- 4.2 United States Laundry Detergent Revenue and Market Share by Type (2012-2017)
- 4.3 United States Laundry Detergent Price by Type (2012-2017)
- 4.4 United States Laundry Detergent Sales Growth Rate by Type (2012-2017)

5 UNITED STATES LAUNDRY DETERGENT SALES (VOLUME) BY APPLICATION (2012-2017)

5.1 United States Laundry Detergent Sales and Market Share by Application (2012-2017)

5.2 United States Laundry Detergent Sales Growth Rate by Application (2012-2017)5.3 Market Drivers and Opportunities

6 UNITED STATES LAUNDRY DETERGENT MANUFACTURERS PROFILES/ANALYSIS

- 6.1 P&G
 - 6.1.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.1.2 Laundry Detergent Product Type, Application and Specification
 - 6.1.2.1 Weak alkaline liquid detergent
 - 6.1.2.2 Neutral liquid detergent
 - 6.1.3 P&G Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017)
 - 6.1.4 Main Business/Business Overview
- 6.2 Unilever
 - 6.2.2 Laundry Detergent Product Type, Application and Specification
 - 6.2.2.1 Weak alkaline liquid detergent
 - 6.2.2.2 Neutral liquid detergent
- 6.2.3 Unilever Laundry Detergent Sales, Revenue, Price and Gross Margin

(2012-2017)

- 6.2.4 Main Business/Business Overview
- 6.3 Church & Dwight
 - 6.3.2 Laundry Detergent Product Type, Application and Specification
 - 6.3.2.1 Weak alkaline liquid detergent
 - 6.3.2.2 Neutral liquid detergent
- 6.3.3 Church & Dwight Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017)
- 6.3.4 Main Business/Business Overview



6.4 Henkel

- 6.4.2 Laundry Detergent Product Type, Application and Specification
 - 6.4.2.1 Weak alkaline liquid detergent
 - 6.4.2.2 Neutral liquid detergent
- 6.4.3 Henkel Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017)
- 6.4.4 Main Business/Business Overview

6.5 Clorox

- 6.5.2 Laundry Detergent Product Type, Application and Specification
- 6.5.2.1 Weak alkaline liquid detergent
- 6.5.2.2 Neutral liquid detergent
- 6.5.3 Clorox Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017)
- 6.5.4 Main Business/Business Overview
- 6.6 ReckittBenckiser
- 6.6.2 Laundry Detergent Product Type, Application and Specification
- 6.6.2.1 Weak alkaline liquid detergent
- 6.6.2.2 Neutral liquid detergent

6.6.3 ReckittBenckiser Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017)

- 6.6.4 Main Business/Business Overview
- 6.7 Kao
 - 6.7.2 Laundry Detergent Product Type, Application and Specification
 - 6.7.2.1 Weak alkaline liquid detergent
 - 6.7.2.2 Neutral liquid detergent
 - 6.7.3 Kao Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017)
- 6.7.4 Main Business/Business Overview
- 6.8 Scjohnson
 - 6.8.2 Laundry Detergent Product Type, Application and Specification
 - 6.8.2.1 Weak alkaline liquid detergent
 - 6.8.2.2 Neutral liquid detergent
- 6.8.3 Scjohnson Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017)
- 6.8.4 Main Business/Business Overview
- 6.9 Lion
 - 6.9.2 Laundry Detergent Product Type, Application and Specification
 - 6.9.2.1 Weak alkaline liquid detergent
 - 6.9.2.2 Neutral liquid detergent
 - 6.9.3 Lion Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017)
 - 6.9.4 Main Business/Business Overview
- 6.10 Colgate



6.10.2 Laundry Detergent Product Type, Application and Specification

- 6.10.2.1 Weak alkaline liquid detergent
- 6.10.2.2 Neutral liquid detergent

6.10.3 Colgate Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017)

- 6.10.4 Main Business/Business Overview
- 6.11 Amway
- 6.12 Phoenix Brand
- 6.13 LIBY Group
- 6.14 Nice Group
- 6.15 Blue Moon
- 6.16 Shanghai White Cat Group
- 6.17 Pangkam
- 6.18 Nafine
- 6.19 Lam Soon (Hong Kong) Limited
- 6.20 Lonkey
- 6.21 Reward Group
- 6.22 Kaimi
- 6.23 Baoding Qilijia Daily Chemical
- 6.24 Beijing Lvsan Chemistry
- 6.25 Jieneng Group
- 6.26 Chengdu Nymph Group
- 6.27 Beijing Yiqing Daily Chemical
- 6.28 Jielushi

7 LAUNDRY DETERGENT MANUFACTURING COST ANALYSIS

- 7.1 Laundry Detergent 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 Detergent

8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS



- 8.1 Laundry Detergent Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Laundry Detergent 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 UNITED STATES LAUNDRY DETERGENT MARKET FORECAST (2017-2022)

- 11.1 United States Laundry Detergent Sales, Revenue Forecast (2017-2022)
- 11.2 United States Laundry Detergent Sales Forecast by Type (2017-2022)
- 11.3 United States Laundry Detergent Sales Forecast by Application (2017-2022)
- 11.4 Laundry Detergent Price Forecast (2017-2022)

12 RESEARCH FINDINGS AND CONCLUSION

13 APPENDIX

Methodology Analyst Introduction



Data Source

The report requires updating with new data and is sent in 2-3 business days after order is placed.



List Of Tables

LIST OF TABLES AND FIGURES

Figure Picture of Laundry Detergent Table Classification of Laundry Detergent Figure United States Sales Market Share of Laundry Detergent by Type in 2015 Figure Weak alkaline liquid detergent Picture Figure Neutral liquid detergent Picture Table Application of Laundry Detergent Figure United States Sales Market Share of Laundry Detergent by Application in 2015 **Figure Textiles Examples** Figure Knitted fabrics Examples Figure Bedding Examples Figure United States Laundry Detergent Sales and Growth Rate (2012-2022) Figure United States Laundry Detergent Revenue and Growth Rate (2012-2022) Table United States Laundry Detergent Sales of Key Manufacturers (2015 and 2016) Table United States Laundry Detergent Sales Share by Manufacturers (2015 and 2016) Figure 2015 Laundry Detergent Sales Share by Manufacturers Figure 2016 Laundry Detergent Sales Share by Manufacturers Table United States Laundry Detergent Revenue by Manufacturers (2015 and 2016) Table United States Laundry Detergent Revenue Share by Manufacturers (2015 and 2016) Table 2015 United States Laundry Detergent Revenue Share by Manufacturers Table 2016 United States Laundry Detergent Revenue Share by Manufacturers Table United States Market Laundry Detergent Average Price of Key Manufacturers (2015 and 2016) Figure United States Market Laundry Detergent Average Price of Key Manufacturers in 2015 Figure Laundry Detergent Market Share of Top 3 Manufacturers Figure Laundry Detergent Market Share of Top 5 Manufacturers Table United States Laundry Detergent Sales by States (2012-2017) Table United States Laundry Detergent Sales Share by States (2012-2017) Figure United States Laundry Detergent Sales Market Share by States in 2015 Table United States Laundry Detergent Revenue and Market Share by States (2012 - 2017)Table United States Laundry Detergent Revenue Share by States (2012-2017) Figure Revenue Market Share of Laundry Detergent by States (2012-2017)

Table United States Laundry Detergent Price by States (2012-2017)



Table United States Laundry Detergent Sales by Type (2012-2017) Table United States Laundry Detergent Sales Share by Type (2012-2017) Figure United States Laundry Detergent Sales Market Share by Type in 2015 Table United States Laundry Detergent Revenue and Market Share by Type (2012-2017)

Table United States Laundry Detergent Revenue Share by Type (2012-2017) Figure Revenue Market Share of Laundry Detergent by Type (2012-2017)

Table United States Laundry Detergent Price by Type (2012-2017)

Figure United States Laundry Detergent Sales Growth Rate by Type (2012-2017)

Table United States Laundry Detergent Sales by Application (2012-2017)

Table United States Laundry Detergent Sales Market Share by Application (2012-2017)

Figure United States Laundry Detergent Sales Market Share by Application in 2015

 Table United States Laundry Detergent Sales Growth Rate by Application (2012-2017)

Figure United States Laundry Detergent Sales Growth Rate by Application (2012-2017) Table P&G Basic Information List

Table P&G Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017) Figure P&G Laundry Detergent Sales Market Share (2012-2017)

Table Unilever Basic Information List

Table Unilever Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017)

Table Unilever Laundry Detergent Sales Market Share (2012-2017)

Table Church & Dwight Basic Information List

Table Church & Dwight Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017)

Table Church & Dwight Laundry Detergent Sales Market Share (2012-2017)

Table Henkel Basic Information List

Table Henkel Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017)

Table Henkel Laundry Detergent Sales Market Share (2012-2017)

Table Clorox Basic Information List

Table Clorox Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017)

Table Clorox Laundry Detergent Sales Market Share (2012-2017)

Table ReckittBenckiser Basic Information List

Table ReckittBenckiser Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017)

Table ReckittBenckiser Laundry Detergent Sales Market Share (2012-2017)

Table Kao Basic Information List

Table Kao Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017)

Table Kao Laundry Detergent Sales Market Share (2012-2017)

Table Scjohnson Basic Information List



Table Scjohnson Laundry Detergent Sales, Revenue, Price and Gross Margin (2012 - 2017)Table Scjohnson Laundry Detergent Sales Market Share (2012-2017) **Table Lion Basic Information List** Table Lion Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017) Table Lion Laundry Detergent Sales Market Share (2012-2017) **Table Colgate Basic Information List** Table Colgate Laundry Detergent Sales, Revenue, Price and Gross Margin (2012-2017) Table Colgate Laundry Detergent Sales Market Share (2012-2017) Table Amway Basic Information List Table Phoenix Brand Basic Information List Table LIBY Group Basic Information List Table Nice Group Basic Information List Table Blue Moon Basic Information List Table Shanghai White Cat Group Basic Information List Table Pangkam Basic Information List Table Nafine Basic Information List Table Lam Soon (Hong Kong) Limited Basic Information List **Table Lonkey Basic Information List** Table Reward Group Basic Information List Table Kaimi Basic Information List Table Baoding Qilijia Daily Chemical Basic Information List Table Beijing Lysan Chemistry Basic Information List Table Jieneng Group Basic Information List Table Chengdu Nymph Group Basic Information List Table Beijing Yiqing Daily Chemical Basic Information List Table Jielushi Basic Information List 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 Detergent Figure Manufacturing Process Analysis of Laundry Detergent Figure Laundry Detergent Industrial Chain Analysis Table Raw Materials Sources of Laundry Detergent Major Manufacturers in 2015 Table Major Buyers of Laundry Detergent Table Distributors/Traders List Figure United States Laundry Detergent Production and Growth Rate Forecast (2017 - 2022)

Figure United States Laundry Detergent Revenue and Growth Rate Forecast



(2017-2022)

Table United States Laundry Detergent Production Forecast by Type (2017-2022) Table United States Laundry Detergent Consumption Forecast by Application (2017-2022)

Table United States Laundry Detergent Sales Forecast by States (2017-2022)

Table United States Laundry Detergent Sales Share Forecast by States (2017-2022)



I would like to order

Product name: United States Laundry Detergent Market Report 2017 Product link: <u>https://marketpublishers.com/r/U96A4A108A6EN.html</u>

Price: US\$ 3,800.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service: <u>info@marketpublishers.com</u>

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/U96A4A108A6EN.html</u>

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

Custumer signature _____

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

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