

# **Fabric Softeners and Conditioners Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product (Liquid, Dryer Sheets, Dryer Balls, Others), By Nature (Organic, Regular), By End User (Residential, Commercial), By Distribution Channel (Supermarket/Hypermarket, Convenience Stores, Specialty Stores, Online, Others), By Region & Competition, 2020-2030F**

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## **Abstracts**

Global Fabric Softeners and Conditioners market was valued at USD 15.23 billion in 2024 and is expected to grow to USD 21.67 billion by 2030 with a CAGR of 4.02% during the forecast period. The Fabric Softeners and Conditioners market is driven by several factors, including the increasing consumer demand for convenient and effective laundry solutions. As lifestyles become busier, consumers seek products that offer ease of use while enhancing the quality of their laundry. Fabric softeners and conditioners are popular for their ability to soften fabrics, reduce wrinkles, and impart pleasant fragrances, making them an essential part of household cleaning routines. Also, growing awareness of fabric care benefits, such as the preservation of clothing quality and longevity, further boosts market demand. Environmental concerns have also led to a rise in eco-friendly and biodegradable fabric softeners, appealing to environmentally conscious consumers. These factors, coupled with rising disposable incomes and urbanization, are propelling market growth.

Key Market Drivers

Expansion Strategies Adopted by Key Players

Key players in the global fabric softeners and conditioners market are adopting various expansion strategies to strengthen their market position and meet the growing demand for laundry products. As a part of this, as of September 2024, Snuggle has partnered with Katelyn Brown, marking the musician's first ambassadorship for the laundry care brand. The Nashville-based singer, wife, and mother will promote her affinity for Snuggle products as part of her family's everyday routine. One major strategy is product innovation, with companies introducing new formulations such as eco-friendly, biodegradable, and natural fabric softeners to cater to the increasing consumer demand for sustainable and non-toxic products. In response to growing health and environmental concerns, many brands are emphasizing hypoallergenic, plant-based, and cruelty-free ingredients. Another significant strategy is geographic expansion. Companies are targeting emerging markets in Asia-Pacific, Latin America, and Africa, where rising urbanization, disposable incomes, and changing lifestyles are driving the demand for premium laundry care products. Strategic partnerships and collaborations with retailers and e-commerce platforms are also helping brands increase their reach, making fabric softeners more accessible to a broader consumer base. Also, key players are investing in aggressive marketing campaigns to build brand awareness and loyalty. They are utilizing digital marketing, influencer partnerships, and social media engagement to connect with younger, health-conscious consumers. Through these various strategies, major players in the fabric softeners and conditioners market aim to capture a larger share of the growing global market.

## Key Market Challenges

### Fluctuating Prices of Raw Material

Fluctuating prices of raw materials present a significant challenge for the global fabric softeners and conditioners market. Key ingredients, such as surfactants, fragrances, and essential oils, are subject to price volatility due to factors like supply chain disruptions, geopolitical tensions, and environmental changes. When raw material costs rise, manufacturers are often forced to either absorb the higher costs, which can reduce profit margins, or pass them on to consumers, potentially making products less affordable and competitive. These price fluctuations can also lead to production delays, affecting the overall supply chain and the timely availability of products in the market. For companies reliant on specific raw materials that are in short supply or experiencing price hikes, managing production costs and maintaining consistent product quality becomes a complex task. This challenge requires manufacturers to adopt cost-effective sourcing strategies, diversify their supplier base, and explore alternative materials to

minimize the impact of raw material price volatility on their business.

## Key Market Trends

### Growing Demand for Eco-Friendly Products

The growing demand for eco-friendly products is a significant trend in the global fabric softeners and conditioners market. As consumers become more environmentally conscious, they are increasingly seeking products that are both effective and sustainable. This shift is driving manufacturers to create fabric softeners and conditioners that are biodegradable, free from harmful chemicals like phosphates and parabens, and packaged in recyclable or reusable materials. Consumers are also looking for products that use natural ingredients, such as plant-based surfactants and essential oils, instead of synthetic fragrances and dyes. This trend is further fuelled by government regulations and sustainability initiatives, encouraging brands to adopt greener manufacturing processes. Eco-friendly fabric softeners not only appeal to environmentally conscious consumers but also align with the broader global push toward reducing the environmental footprint of everyday household products. As a result, this trend is shaping the future of the fabric softener and conditioner market, with an increasing number of brands offering environmentally friendly options.

## Key Market Players

The Procter & Gamble Company

Unilever Plc

Reckitt Benckiser's

Henkel AG & Co. KGaA

Colgate-Palmolive Company

LG H&H Co., Ltd

Pigeon Corporation

Church & Dwight Co., Inc.

Melaleuca Inc.

Sindhu Ultramarine Chemicals Pvt. Ltd

## Report Scope:

In this report, the Global Fabric Softeners and Conditioners Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Fabric Softeners and Conditioners Market, By Product:

Liquid

Dryer Sheets

Dryer Balls

Others

### Fabric Softeners and Conditioners Market, By Nature:

Organic

Regular

### Fabric Softeners and Conditioners Market, By End User:

Residential

Commercial

### Fabric Softeners and Conditioners Market, By Distribution Channel:

Supermarket/Hypermarket

Convenience Stores

Specialty Stores

Online

Others

Fabric Softeners and Conditioners Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

Japan

India

Australia

South Korea

Indonesia

Europe

France

United Kingdom

Italy

Germany

Spain

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Fabric Softeners and Conditioners Market.

## Available Customizations:

Global Fabric Softeners and Conditioners Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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