

Laundry Care Market Size, Trends, Analysis, and Outlook By Product (Laundry Detergents, Fabric Softeners & Conditioners, Laundry Aides, Others), By Distribution Channel (Offline, Online), by Country, Segment, and Companies, 2024-2032

<https://marketpublishers.com/r/LCFB638FAAC8EN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,582.00 (Single User License)

ID: LCFB638FAAC8EN

Abstracts

Global Laundry Care Market Size is valued at \$108.6 Billion in 2024 and is forecast to register a growth rate (CAGR) of 4.7% to reach \$156.8 Billion by 2032.

The laundry care market is witnessing growth driven by increasing consumer focus on hygiene and cleanliness. The trend towards sustainable and eco-friendly products is boosting market expansion. Innovations in formulations and packaging, along with targeted marketing strategies, are enhancing market potential, encouraging brands to develop diverse laundry care offerings.

Laundry Care Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Laundry Care survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Laundry Care industry.

Key market trends defining the global Laundry Care demand in 2025 and Beyond

The Laundry Care industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major

roles.

Laundry Care Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Laundry Care industry

Leading Laundry Care companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Laundry Care companies.

Laundry Care Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Laundry Care Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Laundry Care industry report provides a detailed analysis and outlook of revenue

generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Laundry Care Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Laundry Care Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Laundry Care market segments. Similarly, strong market demand encourages Canadian Laundry Care companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Laundry Care Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Laundry Care industry remains the major market for companies in the European Laundry Care industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Laundry Care market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Laundry Care Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Laundry Care in Asia Pacific. In

particular, China, India, and South East Asian Laundry Care markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Laundry Care Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Laundry Care Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Laundry Care market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Laundry Care.

Laundry Care Company Profiles

The global Laundry Care market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Amway Corp, Church and Dwight Co. Inc, Colgate Palmolive Co., Fena Pvt. Ltd, Godrej and Boyce Manufacturing Co. Ltd, Henkel AG & Co. KGaA, Jyothy Labs Ltd, Kao Corp, Lion Corp, MaddieBrit-Products LLC, Puracy LLC, PZ Cussons Plc, Reckitt Benckiser Group PLC, RSPL Ltd, S.C. Johnson and Son Inc, Saraya Co. Ltd, The Clorox Co., The Procter & Gamble Company (P&G), Unilever PLC, Venus Laboratories Inc.

Recent Laundry Care Market Developments

The global Laundry Care market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Laundry Care Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Product

Laundry Detergents

Fabric Softeners & Conditioners

Laundry Aides

Others

By Distribution Channel

Offline

Online

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Amway Corp

Church and Dwight Co. Inc

Colgate Palmolive Co.

Fena Pvt. Ltd

Godrej and Boyce Manufacturing Co. Ltd

Henkel AG & Co. KGaA

Jyothy Labs Ltd

Kao Corp

Lion Corp

MaddieBrit-Products LLC

Puracy LLC

PZ Cussons Plc

Reckitt Benckiser Group PLC

RSPL Ltd

S.C. Johnson and Son Inc

Saraya Co. Ltd

The Clorox Co.

The Procter & Gamble Company (P&G)

Unilever PLC

Venus Laboratories Inc

Formats Available: Excel, PDF, and PPT

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
 - 1.3.1 Country Coverage
 - 1.3.2 Companies Profiled
 - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
 - 1.3.4 Units
- 1.4 Abbreviations

CHAPTER 2. LAUNDRY CARE MARKET OVERVIEW- 2025

- 2.1 An Introduction to the Global Laundry Care Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Laundry Care Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Laundry Care Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Laundry Care Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Laundry Care Market Outlook to 2032

CHAPTER 5: LAUNDRY CARE MARKET DYNAMICS

Laundry Care Market Size, Trends, Analysis, and Outlook By Product (Laundry Detergents, Fabric Softeners & Con...

- 5.1 Key Laundry Care Market Trends
- 5.2 Potential Laundry Care Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL LAUNDRY CARE MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
 - 6.2 Product
 - Laundry Detergents
 - Fabric Softeners & Conditioners
 - Laundry Aides
 - Others
 - Distribution Channel
 - Offline
 - Online
- 6.3 Global Market Outlook by Region, 2021 to 2032

CHAPTER 7: NORTH AMERICA LAUNDRY CARE MARKET ANALYSIS AND OUTLOOK TO 2032

- 7.1 North America Market Outlook by Segments, 2021- 2032
 - 7.2 Product
 - Laundry Detergents
 - Fabric Softeners & Conditioners
 - Laundry Aides
 - Others
 - Distribution Channel
 - Offline
 - Online
- 7.3 North America Market Outlook by Country, 2021- 2032
 - 7.3.1 United States Laundry Care Market Size Forecast, 2021- 2032
 - 7.3.2 Canada Laundry Care Market Size Forecast, 2021- 2032
 - 7.3.3 Mexico Laundry Care Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE LAUNDRY CARE MARKET ANALYSIS AND OUTLOOK TO 2032

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Product

Laundry Detergents

Fabric Softeners & Conditioners

Laundry Aides

Others

Distribution Channel

Offline

Online

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Laundry Care Market Size Forecast, 2021- 2032

8.3.2 France Laundry Care Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Laundry Care Market Size Forecast, 2021- 2032

8.3.4 Spain Laundry Care Market Size Forecast, 2021- 2032

8.3.5 Italy Laundry Care Market Size Forecast, 2021- 2032

8.3.6 Russia Laundry Care Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Laundry Care Market Size Forecast, 2021- 2032

CHAPTER 9: ASIA PACIFIC LAUNDRY CARE MARKET ANALYSIS AND OUTLOOK TO 2032

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Product

Laundry Detergents

Fabric Softeners & Conditioners

Laundry Aides

Others

Distribution Channel

Offline

Online

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Laundry Care Market Size Forecast, 2021- 2032

9.3.2 India Laundry Care Market Size Forecast, 2021- 2032

9.3.3 Japan Laundry Care Market Size Forecast, 2021- 2032

9.3.4 South Korea Laundry Care Market Size Forecast, 2021- 2032

9.3.5 Australia Laundry Care Market Size Forecast, 2021- 2032

9.3.6 South East Asia Laundry Care Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Laundry Care Market Size Forecast, 2021- 2032

CHAPTER 10: SOUTH AMERICA LAUNDRY CARE MARKET ANALYSIS AND OUTLOOK TO 2032

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Product

Laundry Detergents

Fabric Softeners & Conditioners

Laundry Aides

Others

Distribution Channel

Offline

Online

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Laundry Care Market Size Forecast, 2021- 2032

10.3.2 Argentina Laundry Care Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Laundry Care Market Size Forecast, 2021- 2032

CHAPTER 11: MIDDLE EAST AND AFRICA LAUNDRY CARE MARKET ANALYSIS AND OUTLOOK TO 2032

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Product

Laundry Detergents

Fabric Softeners & Conditioners

Laundry Aides

Others

Distribution Channel

Offline

Online

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Laundry Care Market Size Forecast, 2021- 2032

11.3.2 The UAE Laundry Care Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Laundry Care Market Size Forecast, 2021- 2032

11.3.4 South Africa Laundry Care Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Laundry Care Market Size Forecast, 2021- 2032

CHAPTER 12: COMPETITIVE LANDSCAPE

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 Amway Corp

Church and Dwight Co. Inc

Colgate Palmolive Co.

Fena Pvt. Ltd

Godrej and Boyce Manufacturing Co. Ltd

Henkel AG & Co. KGaA

Jyothy Labs Ltd

Kao Corp

Lion Corp

MaddieBrit-Products LLC

Puracy LLC

PZ Cussons Plc

Reckitt Benckiser Group PLC

RSPL Ltd

S.C. Johnson and Son Inc

Saraya Co. Ltd

The Clorox Co.

The Procter & Gamble Company (P&G)

Unilever PLC

Venus Laboratories Inc

CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

List Of Figures

LIST OF FIGURES

Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032

Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032

Figure 3: Population Outlook by Country, 2010- 2032

Figure 4: Inflation Outlook by Country (%), 2024- 2032

Figure 5: Global Laundry Care Market Outlook by Type, 2021- 2032

Figure 6: Global Laundry Care Market Outlook by Application, 2021- 2032

Figure 7: Global Laundry Care Market Outlook by Region, 2021- 2032

Figure 8: North America Laundry Care Market Snapshot, Q4-2024

Figure 9: North America Laundry Care Market Size Forecast by Type, 2021- 2032

Figure 10: North America Laundry Care Market Size Forecast by Application, 2021- 2032

Figure 11: North America Laundry Care Market Share by Country, 2023

Figure 12: Europe Laundry Care Market Snapshot, Q4-2024

Figure 13: Europe Laundry Care Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Laundry Care Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Laundry Care Market Share by Country, 2023

Figure 16: Asia Pacific Laundry Care Market Snapshot, Q4-2024

Figure 17: Asia Pacific Laundry Care Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Laundry Care Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Laundry Care Market Share by Country, 2023

Figure 20: South America Laundry Care Market Snapshot, Q4-2024

Figure 21: South America Laundry Care Market Size Forecast by Type, 2021- 2032

Figure 22: South America Laundry Care Market Size Forecast by Application, 2021- 2032

Figure 23: South America Laundry Care Market Share by Country, 2023

Figure 24: Middle East and Africa Laundry Care Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Laundry Care Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa Laundry Care Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Laundry Care Market Share by Country, 2023

Figure 28: United States Laundry Care Market Size Outlook, \$ Million, 2021- 2032

Figure 29: Canada Laundry Care Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Laundry Care Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Laundry Care Market Size Outlook, \$ Million, 2021- 2032

- Figure 32: France Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 34: Spain Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 35: Italy Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 36: Russia Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa Laundry Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 51: Research Methodology
- Figure 52: Forecast Methodology

List Of Tables

LIST OF TABLES

Table 1: Market Scope and Segmentation

Table 2: Global Laundry Care Market Size Outlook, \$Million, 2021 to 2032

Table 3: Low Case Scenario Forecasts

Table 4: Reference Case Scenario Forecasts

Table 5: High Growth Scenario Forecasts

Table 6: Global Laundry Care Market Size Outlook by Segments, 2021- 2032

Table 7: Global Laundry Care Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Laundry Care Market Outlook by Type, 2021- 2032

Table 10: North America- Laundry Care Market Outlook by Country, 2021- 2032

Table 11: Europe - Laundry Care Market Outlook by Type, 2021- 2032

Table 12: Europe - Laundry Care Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Laundry Care Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - Laundry Care Market Outlook by Country, 2021- 2032

Table 15: South America- Laundry Care Market Outlook by Type, 2021- 2032

Table 16: South America- Laundry Care Market Outlook by Country, 2021- 2032

Table 17: Middle East and Africa - Laundry Care Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Laundry Care Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Laundry Care Companies

Table 20: Product Profiles of Leading Laundry Care Companies

Table 21: SWOT Profiles of Leading Laundry Care Companies

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