

Laundry Detergent Pods Market Size, Share, and Outlook, 2025 Report- By Application (Residential, Commercial), Distribution (Supermarkets and Hypermarkets, Convenience stores, Independent Retailers, Online, Others), and Companies, 2021-2032

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Abstracts

Laundry Detergent Pods Market Outlook

The global Laundry Detergent Pods market is expected to register a growth rate of 6.8% during the forecast period from \$13.5 Billion in 2024 to \$22.9 Billion in 2032. The Laundry Detergent Pods market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Laundry Detergent Pods segments across 22 countries from 2021 to 2032. Key segments in the report include By Application (Residential, Commercial), Distribution (Supermarkets and Hypermarkets, Convenience stores, Independent Retailers, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Laundry Detergent Pods markets.

Laundry Detergent Pods Market Insights, 2025

The laundry detergent pods market is expanding rapidly as consumers gravitate toward single-use, pre-measured solutions that simplify laundry routines and minimize waste. Pods eliminate guesswork and reduce overdosing—making them both user-friendly and environmentally conscious in terms of water and chemical usage. Major brands like Tide Pods (P&G), Persil Discs (Henkel), and private labels have capitalized on the format's

popularity by offering variants for sensitive skin, cold-water efficiency, and biodegradable films. Busy households and apartment dwellers especially favor pods for their compact storage and portability. As sustainability becomes a priority, manufacturers are innovating with recyclable packaging and plant-based detergent formulas, further positioning pods as a next-generation solution in home care.

Five Trends that will define global Laundry Detergent Pods market in 2025 and Beyond

A closer look at the multi-million global market for Laundry Detergent Pods identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Laundry Detergent Pods companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Laundry Detergent Pods industry?

The Laundry Detergent Pods sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Laundry Detergent Pods Market Segment Insights

The Laundry Detergent Pods industry presents strong offers across categories. The analytical report offers forecasts of Laundry Detergent Pods industry performance across segments and countries. Key segments in the industry include By Application (Residential, Commercial), Distribution (Supermarkets and Hypermarkets, Convenience stores, Independent Retailers, Online, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Laundry Detergent Pods market size outlook is provided for 22 countries

across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Laundry Detergent Pods industry ecosystem. It assists decision-makers in evaluating global Laundry Detergent Pods market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Laundry Detergent Pods industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Laundry Detergent Pods Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Laundry Detergent Pods Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Laundry Detergent Pods with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Laundry Detergent Pods market drivers and opportunities across Germany, France, the United Kingdom, Spain,

Italy, Russia, and other Europe.

The US Laundry Detergent Pods market Insights Executives are most excited about opportunities for the US Laundry Detergent Pods industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Laundry Detergent Pods companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Laundry Detergent Pods market.

Latin American Laundry Detergent Pods market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Laundry Detergent Pods Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Laundry Detergent Pods markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Laundry Detergent Pods markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Laundry Detergent Pods companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Church and Dwight Co., Inc., The Clorox Company, Colgate-Palmolive Company, Henkel AG and Co. KGaA, Unilever PLC, Procter and Gamble Co., Arm and Hammer, Inc., Purex Corporation, Persil International Limited, Tide, Inc.

Laundry Detergent Pods Market Scope

Leading Segments

By Application

Residential

Commercial

By Distribution

Supermarkets and Hypermarkets

Convenience stores

Independent Retailers

Online

Others

Leading Companies

Church and Dwight Co., Inc.

The Clorox Company

Colgate-Palmolive Company

Henkel AG and Co. KGaA

Unilever PLC

Procter and Gamble Co.

Arm and Hammer, Inc.

Purex Corporation

Persil International Limited

Tide, Inc.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Laundry Detergent Pods Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Laundry Detergent Pods Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL LAUNDRY DETERGENT PODS MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Laundry Detergent Pods Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. LAUNDRY DETERGENT PODS MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032
- By Application
 - Residential
 - Commercial
- By Distribution
 - Supermarkets and Hypermarkets
 - Convenience stores
 - Independent Retailers
 - Online
 - Others

6. GLOBAL LAUNDRY DETERGENT PODS MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

6. NORTH AMERICA LAUNDRY DETERGENT PODS MARKET SIZE OUTLOOK

- 6.1 Key Market Statistics, 2024
- 6.2 North America Laundry Detergent Pods Market Trends and Growth Opportunities
 - 6.2.1 North America Laundry Detergent Pods Market Outlook by Type
 - 6.2.2 North America Laundry Detergent Pods Market Outlook by Application

6.3 North America Laundry Detergent Pods Market Outlook by Country

- 6.3.1 The US Laundry Detergent Pods Market Outlook, 2021- 2032
- 6.3.2 Canada Laundry Detergent Pods Market Outlook, 2021- 2032
- 6.3.3 Mexico Laundry Detergent Pods Market Outlook, 2021- 2032

7. EUROPE LAUNDRY DETERGENT PODS MARKET SIZE OUTLOOK

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Laundry Detergent Pods Market Trends and Growth Opportunities
 - 7.2.1 Europe Laundry Detergent Pods Market Outlook by Type
 - 7.2.2 Europe Laundry Detergent Pods Market Outlook by Application
- 7.3 Europe Laundry Detergent Pods Market Outlook by Country
 - 7.3.2 Germany Laundry Detergent Pods Market Outlook, 2021- 2032
 - 7.3.3 France Laundry Detergent Pods Market Outlook, 2021- 2032
 - 7.3.4 The UK Laundry Detergent Pods Market Outlook, 2021- 2032
 - 7.3.5 Spain Laundry Detergent Pods Market Outlook, 2021- 2032
 - 7.3.6 Italy Laundry Detergent Pods Market Outlook, 2021- 2032
 - 7.3.7 Russia Laundry Detergent Pods Market Outlook, 2021- 2032
 - 7.3.8 Rest of Europe Laundry Detergent Pods Market Outlook, 2021- 2032

8. ASIA PACIFIC LAUNDRY DETERGENT PODS MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Laundry Detergent Pods Market Trends and Growth Opportunities
 - 8.2.1 Asia Pacific Laundry Detergent Pods Market Outlook by Type
 - 8.2.2 Asia Pacific Laundry Detergent Pods Market Outlook by Application
- 8.3 Asia Pacific Laundry Detergent Pods Market Outlook by Country
 - 8.3.1 China Laundry Detergent Pods Market Outlook, 2021- 2032
 - 8.3.2 India Laundry Detergent Pods Market Outlook, 2021- 2032
 - 8.3.3 Japan Laundry Detergent Pods Market Outlook, 2021- 2032
 - 8.3.4 South Korea Laundry Detergent Pods Market Outlook, 2021- 2032
 - 8.3.5 Australia Laundry Detergent Pods Market Outlook, 2021- 2032
 - 8.3.6 South East Asia Laundry Detergent Pods Market Outlook, 2021- 2032
 - 8.3.7 Rest of Asia Pacific Laundry Detergent Pods Market Outlook, 2021- 2032

9. SOUTH AMERICA LAUNDRY DETERGENT PODS MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024
- 9.2 South America Laundry Detergent Pods Market Trends and Growth Opportunities

- 9.2.1 South America Laundry Detergent Pods Market Outlook by Type
- 9.2.2 South America Laundry Detergent Pods Market Outlook by Application
- 9.3 South America Laundry Detergent Pods Market Outlook by Country
 - 9.3.1 Brazil Laundry Detergent Pods Market Outlook, 2021- 2032
 - 9.3.2 Argentina Laundry Detergent Pods Market Outlook, 2021- 2032
 - 9.3.3 Rest of South and Central America Laundry Detergent Pods Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA LAUNDRY DETERGENT PODS MARKET SIZE OUTLOOK

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Laundry Detergent Pods Market Trends and Growth Opportunities
 - 10.2.1 Middle East and Africa Laundry Detergent Pods Market Outlook by Type
 - 10.2.2 Middle East and Africa Laundry Detergent Pods Market Outlook by Application
- 10.3 Middle East and Africa Laundry Detergent Pods Market Outlook by Country
 - 10.3.1 Saudi Arabia Laundry Detergent Pods Market Outlook, 2021- 2032
 - 10.3.2 The UAE Laundry Detergent Pods Market Outlook, 2021- 2032
 - 10.3.3 Rest of Middle East Laundry Detergent Pods Market Outlook, 2021- 2032
 - 10.3.4 South Africa Laundry Detergent Pods Market Outlook, 2021- 2032
 - 10.3.5 Egypt Laundry Detergent Pods Market Outlook, 2021- 2032
 - 10.3.6 Rest of Africa Laundry Detergent Pods Market Outlook, 2021- 2032

11. COMPANY PROFILES

- 11.1 Leading 10 Companies
 - Church and Dwight Co., Inc.
 - The Clorox Company
 - Colgate-Palmolive Company
 - Henkel AG and Co. KGaA
 - Unilever PLC
 - Procter and Gamble Co.
 - Arm and Hammer, Inc.
 - Purex Corporation
 - Persil International Limited
 - Tide, Inc.
- 11.2 Overview
- 11.3 Products and Services

11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

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