

Fabric Wash and Care Market to Reach \$99,610.0 Million, Globally and by 2031, At 6.3% CAGR, Says Allied Market Research

Fabric Wash and Care Market by Product Type, Application, and Distribution Channel: Global Opportunity Analysis and Industry Forecast, 2022-2031

PORTLAND, OREGON, UNITED STATES, July 23, 2022 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "Fabric Wash and Care Market by Product Type, Application, and Distribution Channel: Global Opportunity Analysis and Industry Forecast, 2022-2031," The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape.



Fabric Wash and Care Market

The [Fabric Wash and Care market size](#) was valued at \$99,610.0 million in 2020, and is projected to reach \$197,536.9 million by 2031, registering a CAGR of 6.3% from 2022 to 2031.

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The fabric wash and care market has strong development potential in Asia-Pacific, owing to increased awareness of the various fabric cleaning and care products.”

Shankar Bhandalkar

The rise of the fabric wash and care market may be ascribed to change in consumer lifestyles as people have become more hygiene concerned day by day, as well as rising demand for value-added products and premium items, which are strengthening market growth. Furthermore, rising disposable income, improved container design, and new product development are driving factors in the fabric wash & care industry.

The fabric wash and care market is categorized into product type, application, distribution channel, and region. By product type, the market is sub segmented into detergents, fabric

softener/conditioners, and bleach. By application, it comprises automotive, aviation, healthcare, hospitality, and residential. By distribution channel, the market is segmented into hypermarkets/supermarkets, specialty stores, online, and others. By geography, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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The basis of product type, the market is divided into detergent, fabric softener/conditioner, and bleach. Fabric softener and conditioner segment is expected to be the largest segment during the forecast period. Fabric softener is useful for a variety of reasons. It is an efficient method for keeping materials supple and wrinkle-free. It also reduces friction between fibers, which results in less static cling and protects clothing from wear and tear. As a result of these advantages and widespread availability, this market segment is the largest and fastest growing.

Basis of application, the market is divided into residential, hospitality, healthcare, aviation, and healthcare. Residential segment held the largest share in 2020. Owing to the availability of a wide selection of economical detergents and fabric conditioners, the usage of these products has grown in popularity among household consumers. Furthermore, the increased demand for liquid detergents among homes due to the convenience and ease they provide over traditional washing soaps and bars, which contributes to market growth.

The basis of sales channels, market is divided into hypermarkets/supermarkets, specialty stores, online, and others. Customers can simply purchase the goods from hypermarkets and supermarkets. Customer loyalty is extremely important in hypermarket/supermarket distribution, and having genuine merchandise is always a priority. As customers' purchasing power increases, this market is likely to grow substantially in developing countries. Furthermore, the high proportion of customers in developing nations is expected to have a significant impact on segment growth.

The epidemic of Covid-19 has had a detrimental influence on the Fabric Wash and Care Market. With regard to the industries. Due to the lockdown and social distancing norms, major corporations have ceased operations in several areas. Following the pandemic, the industry anticipates a surge in demand and supply due to increased urbanization and the growth in need for efficient use of available space.

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The key players operating in the fabric wash and care industry include:

- Unilever Group
- Procter & Gamble

- Reckitt Benckiser Group
- Henkel AG & Co. KGaA
- The National Detergent Company SAOG
- Church & Dwight Co. Inc.
- SEITZ GMBH
- Nice Group
- Wipro Enterprises Limited
- Colgate-Palmolive Company.

Key Benefits For Stakeholders

- The report provides an extensive analysis of the current and emerging fabric wash and care market trends and opportunities.
- The fabric wash and care market report provides detailed qualitative and quantitative analysis of the current trends and future estimations that help evaluate the prevailing fabric wash and care market opportunities in the market.
- The fabric wash and care market forecast is offered along with information related to key drivers, restraints, and opportunities.
- The fabric wash and care market analysis is conducted by following key product positioning and monitoring the top competitors within the market framework.
- The fabric wash and care market report provides extensive qualitative insights on the potential and niche segments or regions exhibiting favorable growth.

Related Reports:

- [Laundry Detergent Market registering a CAGR of 4.8% from 2021 to 2030](#)
- [Laundry Dryer Market Size is projected reach \\$25.1 billion by 2030](#)

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