

Dishwashing Liquids Market Share, Growth Statistics Report, 2023 | Size to Reach US\$ 18.57 Billion by 2032

Growing demand for eco-friendly dishwashing liquids is driving the market growth. The dishwashing liquids market is expected to reach US\$ 18.57 Billion by 2032.

SANTA ROSA, CALIFORNIA, UNITED STATES, May 4, 2023 /

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Dishwashing Liquids Market Share, Trends, Analysis and Forecasts, 2023-2032 presents extensive information on the latest trends, factors driving the market growth, potential opportunities, and challenges that may impact the industry's market dynamics. It offers a detailed examination of the different market segments, such as product type, end-use, distribution channel, and competitive landscape.



Eco-friendly dishwashing liquids are made using natural and biodegradable ingredients, which are less harmful to the environment and human health."

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The global [dishwashing liquids market size](#) was estimated to be US\$ 10.87 Billion in 2022 and is expected to reach US\$ 18.57 Billion by 2032 at a CAGR of 5.5%. Dishwashing liquids, also known as dish soap or dish detergent, are cleaning products that are specifically designed to clean dishes, utensils, and other kitchen items. They are typically used in combination with water to create a solution that

helps to break down and remove food residues, grease, and other types of dirt and grime from dishes.

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Dishwashing liquids come in different forms such as liquids, gels, and powders, and can be formulated for use in automatic dishwashers or for hand washing. They are made using a combination of surfactants, which are chemicals that help to break down grease and oil, and other ingredients such as fragrances, dyes, and preservatives. Some dishwashing liquids also contain additional cleaning agents such as enzymes and bleach to provide superior cleaning

performance. Overall, dishwashing liquids are an essential product for maintaining a clean and hygienic kitchen.

Following are some of the major factors driving the market –

Increasing awareness about hygiene and cleanliness:

With increasing awareness about hygiene and cleanliness, there is a rising demand for effective and safe cleaning products, including

dishwashing liquids. Consumers are becoming more conscious of the importance of maintaining a clean and hygienic kitchen and ensuring that their dishes are free from harmful bacteria and germs. For instance, during the COVID-19 pandemic, there was a surge in demand for dishwashing liquids as people became more conscious of the importance of cleaning and sanitizing their homes to prevent the spread of the virus.



Dishwashing Liquids Market- insightSLICE

Growing demand for eco-friendly dishwashing liquids:

There is a growing demand for eco-friendly dishwashing liquids as consumers become more conscious of their impact on the environment. Eco-friendly dishwashing liquids are made using natural and biodegradable ingredients, which are less harmful to the environment and human health. For instance, Ecover, a Belgian-based company, offers a range of eco-friendly dishwashing liquids made from plant-based ingredients and packaged in sustainable materials.

Rising trend of using automatic dishwashers:

With the rising trend of using automatic dishwashers, there is an increasing demand for dishwashing liquids that are specially formulated for use in these machines. Automatic dishwashing liquids are designed to work effectively with the unique cleaning and rinsing cycles of automatic dishwashers, providing superior cleaning performance and eliminating the need for pre-rinsing. For instance, Finish, a brand owned by Reckitt Benckiser Group plc, offers a range of automatic dishwashing liquids that are specially formulated for use in automatic dishwashers.

The leading market segments of the Global Dishwashing Liquids Market

Based on product type, the largest segment in the Global Dishwashing Liquids Market is the Hand Dishwashing Liquids segment. This is because hand dishwashing liquids are the most commonly used product type for cleaning dishes in households across the world. They are easy

to use, require no special equipment, and are effective in removing food residues and grease from dishes.

The Automatic Dishwashing Liquids segment is also growing in popularity, driven by the rising trend of using automatic dishwashers in households. These dishwashing liquids are specially formulated for use in automatic dishwashers, providing superior cleaning performance and eliminating the need for pre-rinsing. The Regular Dishwashing Liquids and Concentrated Dishwashing Liquids segments are also significant in the market, as they offer a range of product options for consumers who prefer different types of dishwashing liquids. Regular dishwashing liquids are an affordable option for everyday use, while concentrated dishwashing liquids offer greater cleaning power in smaller doses.

Overall, the Hand Dishwashing Liquids segment is the largest due to its widespread usage in households, while the other segments are also significant and cater to specific consumer preferences and needs.

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Geographically, the North America, the market is driven by the demand for eco-friendly dishwashing liquids and the increasing use of automatic dishwashers. In Europe, the market is driven by the awareness about hygiene and cleanliness, and the demand for natural and eco-friendly products.

In the Asia-Pacific region, the market is driven by urbanization and increasing disposable incomes, leading to a growing demand for convenient cleaning products such as dishwashing liquids. In the Middle East and Africa, the market is driven by the demand from the hospitality and food service industries, while in South America, the market is driven by the rising trend of using automatic dishwashers and the demand for natural and biodegradable products.

Overall, these regional trends reflect the diverse needs and preferences of consumers and businesses across different parts of the world, shaping the growth of the Global Dishwashing Liquids Market.

The key players of the Global Dishwashing Liquids Market are:

Colgate-Palmolive, The Clorox Company, Unilever, Godrej Consumer Products, Bombril, Church & Dwight, Henkel, P&G, Reckitt Benckiser, Kao, McBride, Bluelands, SC Johnson & Son, Goodmaid Chemicals, Seventh Generation, Nirma Ltd., and many more.

Market Segmentation

Based on Product Type:

- Regular Dishwashing Liquids
- Concentrated Dishwashing Liquids
- Hand Dishwashing Liquids
- Automatic Dishwashing Liquids

Based on End-use:

- Household
- Commercial

Based on Distribution Channel:

- Supermarkets/Hypermarkets
- Convenience Stores
- Online Retailers
- Others

By Region

- North America
 - > United States
 - > Canada
 - > Rest of North America

- Europe
 - > Germany
 - > United Kingdom
 - > Italy
 - > France
 - > Spain
 - > Rest of Europe

- Asia Pacific
 - > Japan
 - > India
 - > China
 - > Australia
 - > South Korea
 - > Rest of Asia Pacific

- Middle East & Africa
 - > UAE

- > Saudi Arabia
- > South Africa
- > Rest of the Middle East & Africa

- South America
 - > Brazil
 - > Rest of South America

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