

Laundry Detergent Market Expected Demand of \$98.13969 Billion by 2030, Sustainable CAGR 4.8% Expansion 2021-2030

The gel segment is estimated to witness the fastest growth, registering a CAGR of 6.1% during the forecast period.

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UNITED STATES, February 12, 2025

/EINPresswire.com/ -- According to a new report, "[Laundry Detergent Market](#) by Product Type (Powder, Liquid, Gel, and Pods/Tablets), Application (Industrial and Household), and Distribution Channel (Online and Offline): Global Opportunity Analysis and Industry Forecast 2021-2030".

The report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends. The global laundry detergent market size was valued at \$61,711.0 million in 2020, and is estimated to reach \$98,139.7 million by 2030, registering a CAGR of 4.8% from 2021 to 2030.

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Depending on application, the household segment was valued at \$44,030.7 million, accounting for 71.3% of the global market share in 2020.”

Roshan Deshmukh

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Laundry detergent is used for effective cleaning action on dirt and grease, and is extensively used in washing machines. Commonly, components used in making a laundry detergent generally include builders or water

softeners, bleach, surfactants, enzymes, soil anti-deposition agents, optical brighteners, foam regulators, fragrances, dyes, and corrosion inhibitors. Washing clothes is a part of daily routine in almost every household and commercial laundry services.

Liquid laundry detergent market is expected to drive the Asia-Pacific and LAMEA regions in the



Laundry Detergent Market

upcoming future. This is attributed to rise in disposable income coupled with growing penetration of washing machines in the region. Moreover, growing awareness regarding the use of different innovating detergent products such as gels, liquid, and pod laundry detergents is expected to fuel the growth of the laundry detergent market during the forecast period.

The demand for the laundry detergent is growing at a sustainable across the world due to its usage in every corner of the globe on regular basis. One of the major factors influencing the demand for the laundry detergent is its easy availability. Laundry detergent is easily available across the globe through supermarkets, hypermarkets, e-commerce, convenience stores, grocery stores, and other types of distribution channels. The growing consumer awareness regarding cleanliness and hygiene, rising disposable income, and desire to look presentable at all times is expected to drive the growth of the laundry detergent market during the forecast period.

According to the laundry detergent market analysis, the laundry detergent market is segmented into product type, application, distribution channel, and region. On the basis of product type, the market is categorized into powder, liquid, gel, and pods/tablets. By application, it is segregated into industrial and household. Based on the distribution channel, it is segmented into online, supermarket/hypermarket, convenience stores, independent retailers, and others. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (the UK, Germany, France, Italy, Spain, and rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, South Africa, Saudi Arabia, and rest of LAMEA).

Region wise, Asia-Pacific dominated the laundry detergent market in 2020, and is expected to sustain its dominance throughout the forecast period. The key factors driving the of the laundry detergent market growth in the region are high consumption of powder detergent by the majority of the population, rising consumer awareness regarding health and hygiene, and rising disposable income.

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The key players profiled in this report include BASF SE, Clariant AG, Croda International, E.I. du Pont de Nemours and Company, Henkel AG & Co. KGaA, Kao Corporation, Procter & Gamble, The Dow Chemical Company, Unger Fabrikker AS, and Unilever Plc.

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□□□□□□ □□□□□□□□□□□□: The laundry detergent market can be segmented based on product types (powder, liquid, pods), end-users (residential, commercial), and distribution channels (offline, online).

□□□□□□□ □□□□□□□□□□ □□ □□□□□□: Understanding shifting consumer preferences is crucial. For instance, there's a growing demand for eco-friendly and natural ingredients in detergent products due to increasing environmental awareness. Additionally, convenience-focused products like detergent pods have gained popularity due to their ease of use.

□□□□□□□□□□□ □□□□□□□□□□□: Innovations in detergent formulations, packaging, and production processes can drive growth. For example, the development of concentrated detergents reduces packaging waste and transportation costs.

□□□□□ □□□□□□□□: Analyzing market dynamics such as pricing strategies, competitive landscape, and regulatory frameworks is essential. Mergers and acquisitions, as well as strategic partnerships, can significantly impact market growth and competitiveness.

□□□□□□□ □□□□□□□□□: Demand for laundry detergent can vary significantly by region due to cultural preferences, economic conditions, and regulatory requirements. Emerging markets may offer substantial growth opportunities due to increasing disposable incomes and urbanization.

□-□□□□□□□ □□ □□□□□□□□□□□□□□□: The rise of e-commerce platforms has transformed consumer purchasing behavior. Companies need to adapt their marketing and distribution strategies to capitalize on the growing online sales channel.

Analyst Review

The development of sustainable laundry detergent that saves water, energy, and reduces carbon footprint is expected to gain rapid traction in the upcoming future. The key players are constantly engaged in developing such sustainable laundry detergent products in order to dominate and capture the market share. For instance, Unilever launched Persil Powergems that is twice as concentrated as a powder detergent and fully made of active ingredients. Unilever claimed that packaging of Powergems can make it 30% lighter and would save 20,000 tons of chemicals as Power gems is highly concentrated. Moreover, the bottle design can eliminate 800 trucks used for transportation per year as the bottle design allows 40% more product by saving space. Furthermore, Unileve claimed that with this product, the greenhouse gas emission can be reduced by 75 tons. Therefore, the future of the laundry detergent lies in the development of sustainable products.

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- The report provides a quantitative analysis of the current market trends, estimations, and dynamics of the market size from 2020 to 2030 to identify the prevailing opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

- The market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players in the laundry detergent industry.
- In-depth analysis and the market size and segmentation assist to determine the prevailing laundry detergent market opportunities.
- The major countries in each region are mapped according to their revenue contribution to the market.

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- Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- Sort new clients or possible partners into the demographic you're looking for.
- Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- To increase and grow business potential and reach, develop and plan licencing and licencing strategies by finding possible partners with the most appealing projects.
- Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies to acquire a competitive edge.
- To develop effective R&D strategies, gather information, analysis, and strategic insight from competitors.

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- Laundry Dryer Market is projected reach \$25.1 billion by 2030

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- Dish Detergent Market Size, Share, Growth, Trends and Forecasts 2021-2030

<https://www.alliedmarketresearch.com/dish-detergent-market-A11883>

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□ Washer-Disinfectors Market Opportunity Analysis and Industry Forecast, 2023-2032
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