

## **United States Laundry Detergent Market Report and Forecast 2023-2028**

Market Report | 2023-04-10 | 145 pages | EMR Inc.

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### **Report description:**

United States Laundry Detergent Market Report and Forecast 2023-2028

Market Outlook

As per the report by Expert Market Research (EMR), the United States laundry detergent market attained a value of USD 11465 million in 2022. Aided by the growing demand for eco-friendly and innovative laundry products, the market is expected to grow at a CAGR of 3.5% between 2023 and 2028 to reach a value of USD 14040.24 million by 2028.

Laundry detergents are cleaning agents used to wash and clean clothes, linens, and other textiles. These detergents are available in various forms, including powder, liquid, and pods or tablets. The primary components of laundry detergents include surfactants, enzymes, builders, and fragrances, which together facilitate effective cleaning and removal of dirt, stains, and odours from fabrics.

The United States laundry detergent market is witnessing significant growth due to the increasing demand for eco-friendly and innovative laundry products. The growing environmental concerns have led to a shift in consumer preferences towards eco-friendly and biodegradable laundry detergents, which have minimal environmental impact. Moreover, the introduction of new and innovative products, such as concentrated detergents, laundry detergent pods, and scent boosters, has attracted a wider consumer base and fuelled the United States laundry detergent market growth.

The increasing focus on sustainability has encouraged manufacturers to invest in research and development to produce eco-friendly laundry detergents. These detergents utilise plant-based ingredients, biodegradable packaging materials, and energy-efficient manufacturing processes, thereby reducing their environmental footprint. This trend has significantly contributed to the expansion of the laundry detergent market in the United States.

Technological advancements in the laundry detergent industry are driving the United States laundry detergent market growth. Innovations in detergent formulations, such as the development of cold-water detergents that are effective at lower temperatures, have led to energy savings and reduced environmental impact. These advancements are contributing to the growing popularity of eco-friendly laundry detergents among environmentally conscious consumers.

Consumer awareness regarding personal hygiene and cleanliness is another key factor driving the market growth. The demand for

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laundry detergents has surged as individuals prioritise maintaining clean and hygienic clothes, linens, and other textiles, especially during the ongoing COVID-19 pandemic. This heightened demand has positively impacted the growth of the United States laundry detergent market.

#### Market Segmentation

The market can be divided based on form, type, nature, application, and region.

#### Market Breakup by Form

- Powder
- Liquid
- Sheets
- Pods
- o□ Biological Pods
- o□ Non-Biological Pods
- Others

#### Market Breakup by Type

- Green Detergent
- Regular Detergent

#### Market Breakup by Nature

- Enzymatic
- Non-Enzymatic

#### Market Breakup by Application

- Household
- Industrial and Institutional

#### Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the global biochar companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- S. C. Johnson & Son, Inc.
- The Procter & Gamble Company
- Church & Dwight Co., Inc
- The Clorox Company
- Seventh Generation, Inc.
- USA Detergents Manufacturing Inc.
- Others

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