

Laundry Detergents - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2018 - 2029

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Report description:

The Laundry Detergents Market size is estimated at USD 70.63 billion in 2024, and is expected to reach USD 85.07 billion by 2029, growing at a CAGR of 3.79% during the forecast period (2024-2029).

Raising awareness about the importance of cleanliness is expected to drive the studied market. As a result, instead of shifting toward cheaper, private-label household products, consumers' inclination towards well-known, higher-priced detergents was observed, especially amongst the high-income or middle-higher income groups. Moreover, cleaning products including laundry detergent, well-outpaced supply, which means the manufacturers of household staples sold more with fewer deals and discounts.

Additionally, increasing preferences for scented laundry care products and non-allergenic/green products, and the development of new products are gaining consumer acceptance and accelerating the growth of the laundry detergent industry. Owing to this factor, vendors develop laundry care products with unique packaging, fragrance, quality, and price, which enable them to differentiate their products from the competitors. For instance, in March 2021, Kao Corporation, for the first time in Japan, planned to use 100% recycled polyethylene terephthalate (PET) plastic for its packaging. It will be used for its new range of Attack ZERO laundry detergent products, and its CuCute Dishwashing Foam Spray bottles. Kao intends to switch over to using 100% recycled PET for household and personal care packaging, using PET bottles by 2025.

Additionally, detergent pods are growing in popularity in the premium market because of expanding consumer buying power. The convenience and ease of storage of the products are also driving up demand for pods. Students prefer laundry detergent tablets and bars in particular because of their convenience, conciseness, and portability.

Laundry Detergent Market Trends

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Rising Demand for Laundry Detergent Owing to the Increased Household Expenditure

The growing importance of healthier lifestyles with rising concerns among individuals about health and hygienic living, free of germs, bacteria, dust, and dirt has led to rising per capita spending on household cleaning products including laundry detergents. In the past few years, fragrance is playing a vital role in household cleaning products as consumers are increasingly looking for products that offer a strong pleasant odor, which, in turn, makes vendors differentiate their products. In addition, factors such as an increase in household expenditure, and growth in the real estate sector owing to growth in residential units, have increased the demand for laundry detergent products across the globe. Due to increased marketing efforts by industry players, consumers are now more aware of laundry detergent products such as gels, pods, and liquids.

The growth of the liquid and pod laundry detergent markets has been driven by consumers' increasing need for clothes that are simple to clean. When used in a washing machine, liquid laundry detergents provide excellent cleaning while using less energy. They dissolve fast in cold water. Therefore, during the forecast period, all of these advantages are projected to fuel the growth of this segment. For instance, the world's largest laundry care market in 2021 belonged to the United States.

North America Holds the Largest Market Share

The adoption of a healthier lifestyle coupled with the increasing concern for hygiene has been one of the key drivers for the laundry detergent market in the North American region over the past few years. The well-established real estate sector and household expenditure, and growth in housing units are some of the key factors increasing the sales of household cleaners in the United States. The growing demand for organic and eco-friendly laundry care products has a significant impact on the market. This encourages various vendors to offer organic and eco-friendly products. This demand is expected to magnify the revenue of the market. For instance, vendors are continuously launching products with biodegradable ingredients such as natural washing soda, coconut oil & mineral-based surfactants, and plant-based enzymes.

For instance, one of the top household and personal care firms in the world are the American multinational consumer products company, Procter & Gamble. The company's 2021 revenue of over USD 26 billion from fabric care and home care products alone demonstrates how profitable this sector is growing. North America accounts for about half of Procter & Gamble's net sales. Tide, Febreze, and Downy are household names in many American homes under the company's fabric care and home care brands.

Laundry Detergent Industry Overview

The laundry detergent market faces high competition. Companies are moving toward strategic mergers and acquisitions to increase their international presence and gain significant share, for instance. The key brands are embarking on mergers and acquisitions and new product development are infused with the latest technology, which has less effect on both human body and clothes, where the detergents are applied. Thus, these are some of their key strategies to achieve consolidation. The majority of the share is held by the leading players, including Procter & Gamble, Unilever PLC, Reckitt Benckiser Group PLC, Colgate-Palmolive Company, The Clorox Company, and others.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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