Global Liquid Detergent Market 2015-2019

Description:
Global Liquid Detergent Market 2015-2019
Covering: This market research report presents the segmentation of the global liquid detergent market by retail format (hypermarkets and supermarkets, independent stores, and convenience stores) and by geography (Americas, APAC, Europe, and MEA). The report also includes an insightful analysis of the leading companies in the market such as Church & Dwight, Henkel, P&G, Reckitt Benckiser, Clorox, and Unilever.

Market analysis of the liquid detergent market
Technavio’s market research analyst predicts the global liquid detergent market to witness a steady growth at a rate of 8% during the forecast period. The increase in working women population and the rise in disposable income are the key drivers for the growth of this market. The rise in penetration of washing machines in developing countries is also contributing to the need for automated laundry products like liquid detergent. During 2014, nearly 77% of the Chinese population has access to washing machines. The rising demand for eco-friendly liquid detergents is also expected to fuel the growth of this market during the forecast period. Eco-friendly or green products are made of natural substances; chemicals, artificial additives, and other synthetics are not used during the production process. For instance, Seventh Generation is an American company that manufactures a variety of natural and plant-based liquid detergent.

Segmentation by retail format and analysis of the liquid detergent market
- Hypermarkets and supermarkets
- Independent stores
- Convenience stores

During 2014, hypermarkets and supermarkets accounted for the largest contribution of around 45% of the revenue generated in the market. The contribution of liquid detergent products sales from this store format is more for the developed nations such as the US when compared to the developing nations like India and China.

Geographical segmentation and analysis of the global liquid detergent market
- Americas
- APAC
- Europe
- MEA

The Americas dominated the global market during 2014 with a market share of around 45%. The high demand for concentrated liquid detergent is an important driver for this region. The US, Canada and Brazil are the key markets in this region.

Competitive landscape and key vendors
The global liquid detergent market is highly competitive with the presence of well-established suppliers. The providers in this market compete on the basis of product differentiation, portfolio, and pricing. The report predicts the expansion of the leading vendors in emerging markets during the forecast period.

The leading vendors in the market are –
- Church & Dwight
- Henkel
- P&G
- Reckitt Benckiser
- Clorox
- Unilever

Other vendors in the market include Dreft, Guangzhou Liby, Kao, LG, Lion Corp, Phoenix Brand, Pigeon, PZ Cussons, Sears Daily Necessities, Seventh Generation, The Sun Products, Wipro, and Zhejiang Yuanmin.

Key questions answered in the report include
What will the market size and the growth rate be in 2019?
What are the key factors driving the global liquid detergent market?
What are the Key Market trends impacting the growth of the liquid detergent market?
What are the challenges to market growth?
Who are the key vendors in this market space?
What are the market opportunities and threats faced by the vendors in the liquid detergent market?
Trending factors influencing the market shares of the Americas, APAC, Europe, and MEA?
What are the key outcomes of the five forces analysis of the global liquid detergent market?

Related reports
- Dishwashing Detergent Market in Europe - Market Research 2015-2019
- Global Dishwashing Detergent Market 2015-2019
- Global Laundry Care - Market Research 2015-2019

Contents:
PART 01: Executive summary
Highlights
PART 02: Scope of the report
Market overview
Top-vendor offerings
PART 03: Market research methodology
Research methodology
Economic indicators
PART 04: Introduction
Key market highlights
PART 05: Market landscape
Market size and forecast
Comparative analysis of global laundry care market and global liquid detergent market
Five forces analysis
PART 06: Market segmentation by retail format
Global liquid detergent market by retail format
PART 07: Geographical segmentation
Market overview
Liquid detergent market in the Americas
Liquid detergent market in Europe
Liquid detergent market in APAC
Liquid detergent market in MEA
PART 08: Key leading countries
PART 09: Market drivers
PART 10: Impact of drivers
PART 11: Market challenges
PART 12: Impact of drivers and challenges
PART 13: Market trends
PART 14: Vendor landscape
Competitive landscape
Other prominent vendors
PART 15: Key vendor analysis
Church & Dwight
Clorox
List of Exhibits

Exhibit 01: Product offerings
Exhibit 02: Global liquid detergent market 2014-2019 ($ billions)
Exhibit 03: Comparative analysis of global laundry care market and global liquid detergent market 2014 and 2019
Exhibit 04: Five forces analysis
Exhibit 05: Global liquid detergent market by retail format
Exhibit 06: Segmentation of global liquid detergent market by geography 2014
Exhibit 07: Liquid detergent market in Americas 2014-2019 ($ billions)
Exhibit 08: Liquid detergent market in Europe 2014-2019 ($ billions)
Exhibit 09: Liquid detergent market in APAC 2014-2019 ($ billions)
Exhibit 10: Liquid detergent market in MEA 2014-2019 ($ billions)
Exhibit 11: Key leading countries
Exhibit 12: Key vendor ranking in liquid detergent market in US 2014
Exhibit 13: Key brand ranking in liquid detergent market in US 2014
Exhibit 14: Key leading brands in the UK 2014
Exhibit 15: Impact of drivers
Exhibit 16: Impact of drivers and challenges
Exhibit 17: Church & Dwight: Business segmentation by revenue FY2014
Exhibit 18: Church & Dwight: Business segmentation comparison by revenue for FY2013 and FY2014 ($ billions)
Exhibit 19: Church & Dwight: Geographical segmentation by revenue for FY2014
Exhibit 20: Business segmentation by revenue 2014
Exhibit 21: Clorox: Business segmentation by revenue 2013 and 2014
Exhibit 23: Henkel: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 24: Henkel: Geographical segmentation by revenue 2015
Exhibit 25: P&G: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 26: P&G: Geographical segmentation by revenue 2014
Exhibit 27: Reckitt Benckiser Group: Business segmentation by revenue 2014
Exhibit 28: Reckitt Benckiser Group: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 29: Reckitt Benckiser Group: Geographical segmentation by revenue 2014
Exhibit 30: Unilever: Business segmentation by revenue 2014
Exhibit 31: Unilever: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 32: Unilever: Geographical segmentation by revenue 2014

Ordering:
Order Online - [http://www.researchandmarkets.com/reports/3498705/](http://www.researchandmarkets.com/reports/3498705/)
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

- Product Name: Global Liquid Detergent Market 2015-2019
- Web Address: http://www.researchandmarkets.com/reports/3498705/
- Office Code: SCIS3B57

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 3000</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>USD 4000</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

- Title: [ ] Mr  [ ] Mrs  [ ] Dr  [ ] Miss  [ ] Ms  [ ] Prof
- First Name: ____________________________  Last Name: ____________________________
- Email Address: * ____________________________
- Job Title: ____________________________
- Organisation: ____________________________
- Address: ____________________________
- City: ____________________________
- Postal / Zip Code: ____________________________
- Country: ____________________________
- Phone Number: ____________________________
- Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
</tbody>
</table>
| Bank Address  | Ulster Bank,
                27-35 Main Street,
                Blackrock,
                Co. Dublin,
                Ireland. |

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World