Global Organic Laundry Detergents Market 2016-2020

Description: Market outlook of the global organic laundry detergents market

The research analyst predicts the global organic laundry detergents market to grow steadily at a CAGR of approximately 4% by 2020. The absence of phthalates, synthetic fragrances, artificial dyes, or colors in organic detergents is a significant factor that augments its adoption during the predicted period.

Decreasing infant mortality rate is the key driver for the growth of this market. Organic detergents use ingredients that are non-toxic in nature and are, hence, the preferred choice for washing an infant's clothes. With the decrease in infant mortality, the applicability of such detergents is estimated to increase. This increase in the use of organic detergents is envisaged to result in market growth during the forecast period.

Product-based segmentation of the organic laundry detergents market

Liquid detergents
Powdered detergents
Tablet detergents

The market research analysts estimate the liquid detergents segment to account for more than 86% of the total market share by the end of 2020. The launch of new products with better fragrances and natural ingredients is estimated to foster market growth in this segment during the predicted period.

Segmentation by retail formats and analysis of the organic laundry detergents market

Hypermarkets and supermarkets
Convenience stores
Independent retailers

In this market research report, analysts have projected the hypermarket and supermarket segment to account for more than 39% of the total market share by the end of 2020. Factors like the availability of popular brands in convenience stores are anticipated to bolster market growth during the predicted period.

Competitive landscape and key vendors

The global organic laundry detergents market is highly fragmented due to the presence of multiple vendors, including international and regional players. The market consists of organic laundry care products manufacturers as well as large retailers, which are the major distributors of these products.

The top vendors in the market are -

Biokleen
Eco-Me
Grab Green
GreenShield Organic
Seventh Generation
Sonett
Tandi's Naturals

Other prominent vendors in the market include Babyganics, Dapple, Earth's Best, Eco Sprout, Eco Nuts, ECOS, Method, Mrs. Meyers, P&G, Rockin's Green.

Key questions answered in the report include
- What will the market size and the growth rate be in 2020?
- What are the key factors driving the global organic laundry detergents market?
- What are the key Market trends impacting the growth of the organic laundry detergents 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 global organic laundry detergents market? Trending factors influencing the market shares of the APAC, Europe, North America, and ROW. What are the key outcomes of the five forces analysis of the organic laundry detergents market?

Related reports:
Organic Food and Beverage Market: Forecast & Report Analysis 2015-2019
Organic Food and Beverages Market in Europe 2015-2019
Global Organic Personal Care Products Market 2015-2019
Global Organic Mattress Market 2015-2019
Natural and Organic Personal Care Product Market in Europe 2015-2019

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