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'ss Naturals

Other prominent vendors in the market include Babyganics, Dapple, Earth'ss 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

Contents:
Table of 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 overview
- Market size and forecast
- Five forces analysis

PART 06: Market segmentation by product
- Global organic liquid laundry detergents market
- Global organic powdered laundry detergents market
- Global organic tablet laundry detergents market

PART 07: Market segmentation by retail formats

PART 08: Geographical segmentation
- Organic laundry detergents market in North America
- Organic laundry detergents market in Europe
- Organic laundry detergents market in APAC
- Organic laundry detergents market in ROW

PART 09: Key leading countries
- US
- UK
- Germany
- France
- Japan

PART 10: Market drivers
- Increased awareness amongst consumers
- Decreasing infant mortality rate
- Rising disposable incomes and living standards in developing countries
- Need for certification driving better products

PART 11: Impact of drivers
PART 12: Market challenges
- Shorter shelf life
- Higher pricing
- Approval of certification
- Falling birth rate

PART 13: Impact of drivers and challenges

PART 14: Market trends
- Growing environmental concerns
- Health benefits driving adoption
- Innovative packaging
- Growth in online retail sector

PART 15: Vendor landscape
- Competitive scenario
- Major vendors 2014
  - Biokleen
  - Eco-Me
  - Grab Green
  - GreenShield Organic
  - Seventh Generation
  - Sonett
  - Tandi's Naturals
- Other prominent vendors

PART 16: Key vendor analysis
- Biokleen
- Eco-Me
- Grab Green
- GreenShield Organic
- Seventh Generation
- Sonett
- Tandi's Naturals

PART 17: Appendix
- List of abbreviations

PART 18: Explore the Author

List of Exhibits
Exhibit 01: Product offerings
Exhibit 02: Overview of the global organic laundry detergents market
Exhibit 03: Global organic laundry detergents market ($ billions)
Exhibit 04: Five forces analysis
Exhibit 05: Global organic laundry detergents market segmentation by products
Exhibit 06: Global organic laundry detergents market segmentation by products (% share)
Exhibit 07: Global organic liquid laundry detergents market 2015-2020 ($ billions)
Exhibit 08: Global organic powdered laundry detergents market 2015-2020 ($ billions)
Exhibit 09: Global organic tablet laundry detergents market 2015-2020 ($ billions)
Exhibit 10: Global organic laundry detergents market by retail formats
Exhibit 11: Global organic laundry detergents market segmentation by retail formats 2015
Exhibit 12: Geographical segmentation of the global organic laundry detergents market 2015
Exhibit 13: Geographical segmentation of the global organic laundry detergents market 2020
Exhibit 14: Global organic laundry detergents market 2015-2020 (% share)
Exhibit 15: Organic laundry detergents market in North America 2015-2020 ($ billions)
Exhibit 16: Organic laundry detergents market in Europe 2015-2020 ($ billions)
Exhibit 17: Organic laundry detergents market in APAC ($ billions)
Exhibit 18: Organic laundry detergents market in ROW 2015-2020 ($ billions)
Exhibit 19: Key leading countries
Exhibit 20: Drivers of the global organic laundry detergents market
Exhibit 21: Number of HNWI in APAC (millions)
Exhibit 22: Impact of drivers
Exhibit 23: Challenges of the global organic laundry detergents market
Exhibit 24: Global birth rate per 1,000 people 2007-2014
Exhibit 25: Impact of drivers and challenges
Exhibit 26: Major vendors 2014
Exhibit 27: Biokleen: Product segmentation
Exhibit 28: Eco-Me: Product segmentation
Exhibit 29: Grab Green: Product segmentation
Exhibit 30: GreenShield Organic: Product segmentation
Exhibit 31: Seventh Generation: Product segmentation
Exhibit 32: Sonett: Product segmentation
Exhibit 33: Tandi's Naturals: Product segmentation

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