

Liquid Detergent Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Household Care, Cleaning & Home Living (Consumer Goods & Services)
> ****Source:**** <https://www.mordorintelligence.com/industry-reports/liquid-detergent-market>
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
:---	:---
Base Market Size	USD 70.01 billion
Projected Forecast (2031)	USD 70.01 billion
Growth Rate (CAGR)	4.14 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Liquid Detergent industry](images/chart_2.png)

![Liquid Detergent Market Size](images/chart_3.png)

![Liquid Detergent Market Share by Product Type, 2025](images/chart_4.png)

![Liquid Detergent Market Share by Packaging Type, 2025](images/chart_5.png)

![Liquid Detergent Market Growth Rate by Region](images/chart_6.png)

![Liquid Detergent Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|
2021 - 2031
|

Market Size (2026)
|
USD 70.01 Billion
|

Market Size (2031)
|
USD 85.72 Billion
|

Growth Rate (2026 - 2031)
|
4.14 %
|

Fastest Growing Market
|
Asia Pacific
|

Largest Market
|

North America
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Liquid Detergent Market Analysis by Mordor Intelligence

The liquid detergent market size was valued at USD 67.23 billion in 2025 and estimated to grow from USD 70.01 billion in 2026 to reach USD 85.72 billion by 2031, at a CAGR of 4.14% during the forecast period (2026-2031). This growth trajectory reflects the industry's adaptation to evolving consumer preferences for convenience, sustainability, and superior cleaning performance across both household and commercial applications. Manufacturers are responding with concentrated formats that lower per-wash costs, refill packaging that reduces plastic intensity, and plant-based surfactants that meet tightening eco-labels. Competitive pressure stays intense as multinationals protect shelf space and niche challengers build direct-to-consumer footholds that bypass traditional retailers. Regulatory pressures are intensifying across key markets, with the EU revising Detergent Regulation (EC No 648/2004) to align with the European Green Deal, emphasizing biodegradability and digital labeling requirements. California's adoption of regulations targeting nonylphenol ethoxylates in laundry detergents, effective October 2024, signals broader environmental compliance requirements.

Key Report Takeaways

- * By product type, conventional liquids led with 83.02% of liquid detergent market share in 2025, while organic variants are on track for a 4.39% CAGR through 2031.
- * By application, laundry held 64.01% of the liquid detergent market size in 2025, whereas dishwashing is forecast to rise at 4.73% between 2026 and 2031.
- * By end user, adults accounted for 93.42% of the liquid detergent market share in 2025, but the children's segment will expand at 5.05% CAGR to 2031.
- * By packaging, traditional bottles kept 64.10% of the liquid detergent market size in 2025, and refill pouches are climbing at a 5.45% CAGR.
- * By distribution channel, supermarkets and hypermarkets captured 42.05% revenue in 2025, yet online stores are pacing the fastest at 5.62% CAGR.
- * By geography, North America captured 31.18% revenue in 2025, and Asia-Pacific are pacing the fastest at 6.21% CAGR.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Liquid Detergent Market*

Driver
|

(~) % Impact on CAGR Forecast
|

Geographic Relevance
|

Impact Timeline
|

Rising Awareness of Hygiene and Cleanliness

|

+0.8%

|

Global, with stronger impact in Asia-Pacific and Middle East and Africa

|

Medium term (2-4 years)

|

Innovation in Eco-Friendly Formulations and Packaging

|

+0.9%

|

North America and European Union leading, expanding to APAC

Long term (≥ 4 years)

Technological Advancements in Laundry Products

|

+1.2%

Global, concentrated in developed markets

Medium term (2-4 years)

|

Growth in E-Commerce Drives Growth

|

+0.7%

|

European Union and North America core, expanding globally

|

Long term (≥ 4 years)

|

Superior Cleaning Performance and Stain Removal

|

+0.6%

|

Global

|

Short term (≤ 2 years)

|

Social Media Influence and Endorsements

|

+0.4%

|

Global, strongest in urban markets

|

Short term (≤ 2 years)

|

Source: Mordor Intelligence

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Competitive Landscape

Competitive Landscape

The liquid detergent market is moderately concentrated, with the presence of domestic and international players. As a result of these players' activities, market volatility has been on the rise. In response, these players are adopting diverse marketing strategies, including new product development, expansion, and acquisitions. Leading the charge at the top are major players like Unilever, Procter and Gamble Company, Reckitt Benckiser Group PLC, Church and Dwight Company, and Henkel AG and Co. KGaA.

Mid-tier challengers carve out their niche with innovations like scent capsules, refill subscription models, and vegan product claims. Many of these players leverage contract logistics networks, enabling them to expand without heavy asset investments. On the regulatory side, the FTC's historical interventions in cleaning mergers hint at ongoing scrutiny, especially for acquisition targets that might skew local market concentrations. Meanwhile, private-label brands are gaining strength, as retailers pursue better margins and enhanced negotiating power. For instance, First Quality Enterprises, which bolstered its portfolio by acquiring Henkel's North-American retailer brands in February 2025.

Technology is now a pivotal factor in the industry. Companies harnessing AI to predict stain responses have reduced product development time from 40 weeks to just 26, allowing for quicker market entry. Patents on multi-enzyme systems offer a temporary exclusivity, supporting premium pricing strategies. However, initiatives like A.I.S.E.'s focus on plastic circularity highlight the industry's shift towards open innovation. Such collaborations ensure that best practices rapidly permeate licensed supply chains, diminishing any competitive advantages.

Liquid Detergent Industry Leaders

*

Unilever plc

*

Procter & Gamble Company

*

Henkel AG and Co KGaA

*

Reckitt Benckiser Group PLC

*

Church and Dwight Co., Inc.

*

*Disclaimer: Major Players sorted in no particular order

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Scope Methodology P Space

This market covers the value of liquid detergents sold for cleaning, including household and institutional use, across major end markets and retail or professional use.

nal buying routes.

Scope exclusions: We exclude bar, powder, sheet, and pod formats, and we also exclude upstream chemical intermediates sold for making detergents.

Segmentation Container

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By Product Type

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Organic Liquid Detergent

*

Conventional Liquid Detergent

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By Application

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Laundry

*

Dishwashing

*

By End User

*
Adult

*
Kids/Children

*
By Packaging

*
Bottles

*
Refill Pouches

*
Others

*
By Distribution Channel

*
Supermarkets/Hypermarket

*
Convenience/Grocery Stores

*
Online Retail Stores

*
Others Distribution Channel

*
By Geography

*
North America

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United States

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Canada

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Mexico

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Rest of North America

*
Europe

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Germany

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United Kingdom

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Italy

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France

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Spain

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Netherlands

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Poland

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Belgium

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Sweden

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Rest of Europe

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Asia-Pacific

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China

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India

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Japan

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Australia

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Indonesia

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South Korea

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Thailand

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Singapore

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Rest of Asia-Pacific

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South America

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Brazil

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Argentina

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Colombia

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Chile

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Peru

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Rest of South America

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Middle East and Africa

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South Africa

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Saudi Arabia

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United Arab Emirates

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Nigeria

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Egypt

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Morocco

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Turkey

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Rest of Middle East and Africa

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Middle East and Africa

Frequently Asked Questions

What is the current liquid detergent market size and how fast is it growing?

The market stands at USD 70.01 billion in 2026 and is set to expand to USD 85.72 billion by 2031 at a 4.14% CAGR.

Which region shows the fastest liquid detergent market growth through 2031?

Asia-Pacific leads with a projected 6.21% CAGR due to rising disposable incomes, urbanization, and increasing hygiene expectations.

How much liquid detergent market share do organic products hold today?

Organic variants represent 16.98% of revenue in 2025 and carry a 4.39% CAGR outlook as sustainability concerns steer consumers to plant-based formulas.

What packaging format is gaining the most traction in the liquid detergent industry?

Refill pouches are advancing at 5.45% CAGR because they cut plastic use and generally cost less per liter than rigid bottles.