

ABSTRACT

[Problem] The purpose of the present invention is to provide a gel detergent composition which has a glossy appearance, does not tend to form strands from the discharge port of a container when being discharged onto an adhesion surface, and which moreover, even for complex shapes, can be formed as designed on the adhesion surface onto which the composition is discharged. [Solution] This gel detergent composition has a storage modulus (G') at 25°C of 10000Pa or more, has a glossy appearance, does not tend to form strands from the discharge port of a container when being discharged onto an adhesion surface, and moreover, on the adhesion surface, can be formed as designed and without loss of shape, even for complex shapes.