

# **Global Natural Household Cleaners Market Size Study, By Product (Surface Cleaners, Glass Cleaners, Fabric Cleaners), By Application (Bathroom, Kitchen, Others), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online), and Regional Forecasts 2022-2032**

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## **Abstracts**

The global natural household cleaners market was valued at USD 6.26 billion in 2023 and is anticipated to grow at a robust CAGR of 11.3% over the forecast period 2024-2032, reaching a market size of USD 16.41 billion by 2032. Increasing consumer awareness about the harmful effects of chemical-based cleaners on health and the environment is a key driver of this market. The shift toward eco-friendly and natural alternatives aligns with growing consumer preferences for sustainable living and organic products.

Surface cleaners accounted for the largest revenue share of 55.3% in 2023, driven by their broad applicability and increasing consumer preference for non-toxic and plant-based cleaning solutions. Meanwhile, the fabric cleaners segment is projected to grow at the fastest CAGR of 11.8% during the forecast period, reflecting the growing adoption of gentle, eco-friendly laundry solutions.

The online distribution channel is expected to expand rapidly, supported by e-commerce growth, convenience, and the increasing influence of digital marketing. However, supermarkets/hypermarkets remain dominant due to their strong distribution networks and consumer trust.

Regionally, Europe led the market with a 33% revenue share in 2023, propelled by

stringent regulations on chemical-based cleaning products and high consumer awareness. North America is expected to exhibit the fastest growth, driven by increased health-consciousness and a shift toward sustainable lifestyles.

Major Market Players Included in this Report Are:

Henkel AG & Co. KGaA

Procter & Gamble

Unilever

Johnson & Son Inc.

Reckitt Benckiser Group PLC

Godrej Consumer Products Limited

The Clorox Company

Kao Corporation

The Honest Company, Inc.

Midea Group

The Detailed Segments and Sub-Segments of the Market Are Explained Below:

By Product:

Surface Cleaners

Glass Cleaners

Fabric Cleaners

By Application:

Bathroom

Kitchen

Others

By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

By Region:

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

## Asia-Pacific

China

Japan

India

Australia & New Zealand

## Latin America

Brazil

## Middle East & Africa

South Africa

Saudi Arabia

## Years Considered for the Study:

Historical Years: 2022

Base Year: 2023

Forecast Period: 2024-2032

## Key Takeaways

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape, with country-level insights

across key regions.

Competitive landscape featuring profiles of major players, market share, and SWOT analysis.

Analysis of market dynamics, including drivers, challenges, and opportunities.

Examination of disruptive trends and emerging technologies in the natural household cleaners market.

Recommendations on strategic market approaches for stakeholders and new entrants.

## Contents

### **CHAPTER 1. GLOBAL NATURAL HOUSEHOLD CLEANERS MARKET EXECUTIVE SUMMARY**

- 1.1. Global Natural Household Cleaners Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By Product
  - 1.3.2. By Application
  - 1.3.3. By Distribution Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL NATURAL HOUSEHOLD CLEANERS MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
  - 2.3.4. Demand Side Analysis
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### **CHAPTER 3. GLOBAL NATURAL HOUSEHOLD CLEANERS MARKET DYNAMICS**

- 3.1. Market Drivers
  - 3.1.1. Growing Consumer Awareness of Chemical-Free Cleaners
  - 3.1.2. Stringent Government Regulations Promoting Eco-Friendly Products
  - 3.1.3. Rising Disposable Income and Preference for Premium Products
- 3.2. Market Challenges
  - 3.2.1. High Costs of Natural Products Compared to Conventional Cleaners
  - 3.2.2. Limited Awareness in Emerging Markets
- 3.3. Market Opportunities

3.3.1. Innovations in Product Formulation and Sustainable Packaging

3.3.2. Expansion of E-commerce Distribution Channels

## **CHAPTER 4. GLOBAL NATURAL HOUSEHOLD CLEANERS MARKET INDUSTRY ANALYSIS**

4.1. Porter's 5 Force Model

4.2. PESTEL Analysis

4.3. Top Investment Opportunity

4.4. Top Winning Strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL NATURAL HOUSEHOLD CLEANERS MARKET SIZE & FORECASTS BY PRODUCT (2022-2032)**

5.1. Segment Dashboard

5.2. Revenue Trend Analysis

5.2.1. Surface Cleaners

5.2.2. Glass Cleaners

5.2.3. Fabric Cleaners

## **CHAPTER 6. GLOBAL NATURAL HOUSEHOLD CLEANERS MARKET SIZE & FORECASTS BY APPLICATION (2022-2032)**

6.1. Segment Dashboard

6.2. Revenue Trend Analysis

6.2.1. Bathroom

6.2.2. Kitchen

6.2.3. Others

## **CHAPTER 7. GLOBAL NATURAL HOUSEHOLD CLEANERS MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL (2022-2032)**

7.1. Segment Dashboard

7.2. Revenue Trend Analysis

7.2.1. Supermarkets/Hypermarkets

7.2.2. Convenience Stores

### 7.2.3. Online

## **CHAPTER 8. GLOBAL NATURAL HOUSEHOLD CLEANERS MARKET SIZE & FORECASTS BY REGION (2022-2032)**

### 8.1. North America

#### 8.1.1. U.S.

#### 8.1.2. Canada

#### 8.1.3. Mexico

### 8.2. Europe

#### 8.2.1. Germany

#### 8.2.2. UK

#### 8.2.3. France

#### 8.2.4. Italy

#### 8.2.5. Spain

### 8.3. Asia-Pacific

#### 8.3.1. China

#### 8.3.2. Japan

#### 8.3.3. India

#### 8.3.4. Australia & New Zealand

### 8.4. Latin America

#### 8.4.1. Brazil

### 8.5. Middle East & Africa

#### 8.5.1. South Africa

#### 8.5.2. Saudi Arabia

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

### 9.1. Key Company SWOT Analysis

#### 9.1.1. Henkel AG & Co. KGaA

#### 9.1.2. Procter & Gamble

#### 9.1.3. Unilever

### 9.2. Top Market Strategies

### 9.3. Company Profiles

## **CHAPTER 10. RESEARCH PROCESS**

### 10.1. Research Process

#### 10.1.1. Data Mining



- 10.1.2. Analysis
- 10.1.3. Market Estimation
- 10.1.4. Validation
- 10.1.5. Publishing
- 10.2. Research Attributes

## **12. LIST OF TABLES**

### **1. GLOBAL NATURAL HOUSEHOLD CLEANERS MARKET SCOPE**

### **2. GLOBAL NATURAL HOUSEHOLD CLEANERS MARKET BY PRODUCT (2022-2032)**

### **3. GLOBAL NATURAL HOUSEHOLD CLEANERS MARKET BY APPLICATION (2022-2032)**

### **4. GLOBAL NATURAL HOUSEHOLD CLEANERS MARKET BY DISTRIBUTION CHANNEL (2022-2032)**

### **5. REGIONAL MARKET TRENDS BY PRODUCT (2022-2032)**

### **6. NORTH AMERICA NATURAL HOUSEHOLD CLEANERS MARKET REVENUE BREAKDOWN**

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This list is not complete; the final report contains more than 100 tables. The list may be updated in the final deliverable

## **12. LIST OF FIGURES**

### **1. GLOBAL MARKET DYNAMICS FOR NATURAL HOUSEHOLD CLEANERS**

### **2. REVENUE SHARE BY REGION (2022 & 2032)**

### **3. MARKET TRENDS BY APPLICATION (2022-2032)**

### **4. PORTER'S 5 FORCE MODEL REPRESENTATION**

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This list is not complete; the final report contains more than 50 figures. The list may be updated in the final deliverable.

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