

Global Online Laundry Services Market Size study & Forecast, by Type of Services (Laundry Care, Dry Clean, Duvet Clean), by Application (Residential, Commercial) and Regional Analysis, 2022-2029

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Abstracts

Global Online Laundry Services Market is valued at approximately USD 20.10 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 30.5% over the forecast period 2022-2029. An online laundry service is a service type that picks up and delivers clothes along with washing them. These services include a wide range of services such as laundry care, dry cleaning, and duvet cleaning. The growing demand for convenient laundry, increasing disposable income, coupled with the rising number of working people act as catalyzing factors for the market demand across the globe.

As per Statista, India's per capita national income accounted for USD 1.47 million in 2018, and it is projected to rise and is likely to reach USD 12 million by 2025. Therefore, the increasing spending capacity of the population is boosting the growth of the Online Laundry Services Market. In addition, the increasing standard of living, as well as rising awareness about the healthy and hygienic lifestyle are leveraging the market growth in the forthcoming years. However, a lack of experience in operating updated online laundry services is hindering market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Online Laundry Services Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America dominated the market in terms of revenue, owing to the increasing working population and escalating demand for cleaning products. Whereas, the Asia Pacific is expected to grow with the highest growth rate during the forecast period. Factors such as a rise in disposable income, a growing population, as well as high

presence of leading market players, are burgeoning the market growth in the forecasting years.

Major market players included in this report are:

DhobiLite

CLEANLY, Inc.

FlyCleaners

Laundrapp Ltd.

Zipjet Ltd.

Rinse, Inc.

Mulberrys Garment Care

Laundryheap Ltd.

WASHMEN

IHATEIRONING

Recent Developments in the Market:

In May 2022, Laundryheap publicized that the company complete the acquisition of Laundrapp with the objective of expanding its regional locations in the U.K and tribute to the flexibility of its model and ongoing demand for high-quality, reliable on-demand laundry services across the market.

In January 2022, Henkel declared the company's plans to merge its Laundry & Home Care and Beauty Care segments, with the aim of creating a new "Consumer Brands" business unit.

Global Online Laundry Services Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Type of Services, Application, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study.

The report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type of Services:

Laundry Care

Dry Clean

Duvet Clean

By Application:

Residential

Commercial

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

ROLA

Rest of the World

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