

Asia Pacific Manual Cleaning Mops Market 2023

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Abstracts

Description

The APAC manual cleaning mops market grew to \$872.6 million in 2022 and is projected to reach \$1,076 million by 2029, with a CAGR of 2.9%. This growth is driven by increasing hygiene awareness and the growing number of housing units in the region. People in the APAC region spend 90% of their time indoors, leading to a higher demand for cleaning activities. Manual cleaning mops are tools used to clean floors, walls, and surfaces by effectively removing dust and dirt. Mop heads are made from materials such as microfiber, sponge, and cotton, offering a variety of options. The COVID-19 pandemic has heightened the importance of cleanliness and hygiene, leading to increased demand for manual cleaning mops. This trend is expected to continue driving market growth in the APAC region.

Market Segmentation

The market is segmented based on product, usage, distribution channel, end user and region.

Segmentation by Usage

Wet Mops

Dry Mops

Segmentation by Product

Looped-end Mops

Flat Mops

Cut-end Mops

Sponge Mops

Spray Mops

Segmentation by End-User

Residential

Commercial

Industrial

Segmentation by Distribution Channel

Supermarkets & Hypermarkets

Retail Stores

Online Stores

Institutions

Segmentation by Region

China

India

Japan

Indonesia

Philippines

Vietnam

Wet mops dominate the APAC manual cleaning mops market with a 67.7% market share in 2022. This is due to the growing cleaning industry, hygiene awareness, and demand from construction projects and emerging countries with higher disposable incomes.

The wet mop segment remains dominant in the market with a 37.5% market share in 2022. This is due to the increasing demand for efficient floor cleaning provided by innovative microfiber-based mops. The rapid industrialization in APAC, particularly in emerging countries like China and India, has led to a higher demand for looped-end mops. These mops are preferred for their ability to clean large areas, save time and costs, and offer durability and longer usage life.

The residential segment has the largest market share at 53.4% in 2022. This growth is driven by the growing awareness of hygiene and cleanliness. Additionally, the rise in disposable incomes in APAC countries has led to an increase in housing units, further boosting the demand for manual cleaning mops.

Supermarkets and hypermarkets dominate the distribution channel segment with a 33.7% market share in 2022. This is due to the growing number of these establishments driven by changing consumer preferences and the desire to have a hands-on experience with products before purchasing.

Competitive Landscape

The APAC manual cleaning mops market is becoming increasingly competitive, with global players offering a wide range of products. Companies are investing in R&D to introduce innovative solutions. Key companies in this market include 3M Company, Berkshire Corporation, Bona AB, Chahua Modern Housewares Co. Ltd., Esquire Multiplast Private Limited, Freudenberg & Co. KG, Hamilton Housewares Pvt. Ltd., Jiaxing Jackson Travel Products Co. Ltd., Ningbo East Environmental Protection Machinery Co. Ltd., Ningbo Shijia Cleaning Tools Co. Ltd., Pigeon Corporation, Reckitt Benckiser Group plc, Shanghai Setbest Products Co. Ltd., Sichuan Hongchang Plastics Industrial Co. Ltd., The Procter & Gamble Company, Zhejiang Top Cleaning Technology Co. Ltd.

Why Buy This Report?

Get a detailed picture of the Asia Pacific Manual Cleaning Mops Market

Identify segments/areas to invest in over the forecast period in the Asia Pacific Manual Cleaning Mops Market

Understand the competitive environment, the market's leading players

The market estimate for ease of analysis across scenarios in Excel format

Strategy consulting and research support for three months

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10.15 The Procter & Gamble Company

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