

Global 5G in Mining Market 2023

<https://marketpublishers.com/r/G40379A561C9EN.html>

Date: August 2023

Pages: 80

Price: US\$ 2,750.00 (Single User License)

ID: G40379A561C9EN

Abstracts

The global steam mop market is witnessing rapid growth, projected to reach USD 4.03 billion by 2029, with a CAGR of 4.7%. Factors driving this growth include the rising preference for eco-friendly cleaning solutions, the convenience and effectiveness of steam mops, and increased awareness of the health benefits associated with steam cleaning. Steam mops offer quick and efficient cleaning, sanitization, and drying of various surfaces by utilizing hot steam. The demand for multi-functional steam mops is also increasing due to their versatility. Furthermore, the rental market for steam cleaners is gaining popularity, particularly in the hospitality industry, where cleanliness is of utmost importance. This industry's expansion and focus on hygiene and sanitization contribute to the steam mop market's growth. Overall, the global steam mop market presents significant opportunities for industry players.

Market Segmentation

The market is segmented based on various factors, including product, cleaning method, power source, surface type, end-user, distribution channel, and geography.

Segmentation by Product

Upright

Canister

Handheld

Segmentation by Cleaning Method

Steam Only

2-In-1 Steam Mop

Segmentation by Power Source

Corded

Cordless

Segmentation by Surface Type

Hard Floor

Other Surfaces

Segmentation by Distribution Channel

Offline

Online

Segmentation by End-user

Residential

Commercial

Contract Cleaning

Segmentation by Geography

North America – US, Canada

Europe – Germany, France, UK, Italy, Spain, Russia, Rest of Europe

Asia-Pacific - China, Japan, South Korea, Australia, Rest of APAC

Latin America - Brazil, Mexico, Argentina, Rest of Latin America

Middle East & Africa – South Africa, Saudi Arabia, UAE, Rest of the Middle East & Africa

The steam mop market is segmented into upright, canister, and handheld products. In 2022, the upright segment held the largest share due to its versatility. Upright steam mops offer different connectors for various cleaning tasks, including floor cleaning, grout cleaning, and hard-to-reach areas. The popularity of upright steam mops is also influenced by the growing adoption of vacuum cleaners and carpet cleaners, particularly among pet and child owners.

The global steam mop market comprises steam-only and 2-in-1 steam mops. Steam mops utilize high-pressure and temperature steam for effective cleaning. Steam-only mops are suitable for surfaces like hard floors, tiles, and grout. North America held a 36.5% market share for steam-only mops in 2022, while the Asia-Pacific region is expected to witness rapid growth due to urbanization, infrastructural development, changing lifestyles, and increased disposable income. Corded steam mops are commonly used for commercial purposes, offering ease of use, cost savings, efficient cleaning, and increased productivity. The corded steam mop market has experienced significant growth in North America and Europe, relying heavily on power supply. The demand for steam mops has expanded to multiple surfaces, with hard floor steam mops

dominating the market. These mops provide effective sanitization without harsh chemicals, making them ideal for households with children and pets. Additionally, steam mops are gentle on hard flooring surfaces, utilizing steam to loosen and remove dirt and grime.

The residential sector is a significant user of steam mops due to concerns over harsh chemicals and the demand for eco-friendly cleaning solutions. Steam mops offer safe and efficient cleaning for various home surfaces. In the commercial segment, the growth of shopping malls, hotels, offices, and other establishments drives the demand for steam mops. Non-residential spaces like hospitality, retail, offices, education, and government buildings contribute to the global steam mop market. Distributors focus on expanding their reach and aftermarket services in this competitive market. Retail channels, including specialized stores, dealerships, supermarkets, and hypermarkets, dominate steam mop distribution. The distribution landscape is evolving due to competition, digitalization, and changing consumer expectations. Technological advancements disrupt traditional practices and create new competition and business models.

North America dominates the global steam mop market with a 37% market share, driven by consumer awareness and demand for eco-friendly cleaning products. Europe, including Germany, France, and the UK, also has a significant steam mop market due to the demand for chemical-free cleaning solutions and popularity in pet-friendly households. The Asia-Pacific region is expected to experience substantial growth due to rising consumer awareness and demand, supported by manufacturers investing in innovative steam mop development.

Competitive Landscape

The global steam mop market is highly competitive, with leading companies like BISSELL, Techtronic Industries, Kärcher, SharkNinja Operating, BLACK+DECKER, Eureka Forbes, light-n-easy, Thane, Wagner SprayTech, Guangdong, SALAV USA, Dupray, Vornado Air, Ladybug, POLTI Spa, Daewoo Electricals, Reliable, Pursteam, Aspectek, Freudenberg Home and Cleaning Solutions, Tineco Intelligent Technology, Ghibli & Wirbel, Nilfisk Group, DAIMER Industries, Cleanfix Reinigungssysteme, Duplex Cleaning Machines, Tornado Industries, Gadlee, Ashbys Cleaning Equipment, Vapamore, US STEAM, My Vapor Clean, EUROFLEX USA, NaceCare Solutions, Goodway, Lavorwash, Alkota Brand for Alkota Brand, Menikini, RO.BIA.PLAST, TPA Impex, Grupo Solarca, Technoclean Equipments, Matrix Cleaning Systems, IP Cleaning, Chief Steamer, OspreyDeepclean, Inventa Cleantec.

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