

Global Domestic Helper Agency Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Domestic Helper Agency market size is expected to reach \$ 618210 million by 2032, rising at a market growth of 7.9% CAGR during the forecast period (2026-2032).

A Domestic Helper Agency (also known as a household service agency or maid agency) is an organization that acts as an intermediary between households seeking domestic assistance and individuals seeking employment as domestic workers. These agencies provide recruitment, screening, training, placement, and ongoing support services for various domestic roles.

The global domestic helper agency market is positioned at the intersection of several powerful trends: demographic aging, rising dual-income households, growing demand for specialized services, digital platform adoption, and government policy support for formalization.

The market is characterized by a fundamental structural tension between the dominant agency/matching model and the government-promoted employee-based model. The agency model offers cost advantages and scalability but struggles with quality control and worker protections. The employee model provides better quality assurance and worker benefits but faces higher cost structures. Government policies are tilting toward employee-based models, creating both challenges and opportunities for market participants .

For agencies, the path forward requires embracing digital platforms, developing specialized service capabilities, transitioning toward employee-based models where viable, and building training infrastructure. For investors, the market offers opportunities

in platform leaders, premium service specialists, and training/certification providers. For policymakers, the focus should remain on accelerating professionalization, supporting employee model transition, and addressing the deep-seated labor shortage through improved working conditions and social recognition.

This report studies the global Domestic Helper Agency demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Domestic Helper Agency, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Domestic Helper Agency that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Domestic Helper Agency total market, 2021-2032, (USD Million)

Global Domestic Helper Agency total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Domestic Helper Agency total market, key domestic companies, and share, (USD Million)

Global Domestic Helper Agency revenue by player, revenue and market share 2021-2026, (USD Million)

Global Domestic Helper Agency total market by Type, CAGR, 2021-2032, (USD Million)

Global Domestic Helper Agency total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Domestic Helper Agency market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Bandung, HKO Arigatoo, JollyHelper, HelperPlace, HelperChoice, Helpers Market, Maid for You, Arrow, AsiaXPAT, HelperFirst, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Domestic Helper Agency market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Domestic Helper Agency Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Domestic Helper Agency Market, Segmentation by Type:

Overseas Helper

Local Helper

Global Domestic Helper Agency Market, Segmentation by Agency Type:

Traditional Brick-and-Mortar

Online/Platform-Based

Global Domestic Helper Agency Market, Segmentation by Worker Type:

Live-In

Live-Out/Day Shift

Global Domestic Helper Agency Market, Segmentation by Application:

Hospital

School

Family

Others

Companies Profiled:

Bandung

HKO Arigatoo

JollyHelper

HelperPlace

HelperChoice

Helpers Market

Maid for You

Arrow

AsiaXPAT

HelperFirst

LOTUS

KL Home Care

Sunlight

Toby

Fair Choice

Asia-One

Vision Overseas Employment Agency

WEcarehelpers

Inter Great

Jforce

1 Assist Agency

Ministry of Helpers

LRB

Care Global Recruitment Services

Talent Company Limited

Recruitbee Helpers

Mavromatis Services

Broomees

Jack Focus

Nanny and Housekeeper

Workhome Personnel

JI Recruitment

Key Questions Answered

1. How big is the global Domestic Helper Agency market?
2. What is the demand of the global Domestic Helper Agency market?
3. What is the year over year growth of the global Domestic Helper Agency market?
4. What is the total value of the global Domestic Helper Agency market?
5. Who are the Major Players in the global Domestic Helper Agency market?
6. What are the growth factors driving the market demand?

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