

Global Residential Cleaning Service Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Residential Cleaning Service market size is expected to reach \$ 110142 million by 2032, rising at a market growth of 5.2% CAGR during the forecast period (2026-2032).

Residential cleaning services refer to professionally organized cleaning and household maintenance services delivered to private homes, apartments, rental units, short-stay residences and other residential living spaces by service companies, franchise networks, direct-operation domestic service providers or digital home-service platforms.

Residential cleaning services represent a mature but structurally expanding household service market. The industry is not driven by a completely new demand category; rather, its growth comes from the gradual formalization of historically informal household cleaning labor into branded, standardized, platform-enabled or franchise-based service delivery. Demand is resilient because household cleaning is recurring, time-consuming and difficult to fully standardize through products alone. It is particularly strong among dual-income households, elderly households, urban apartment residents, rental households, pet owners and middle- to high-income families. Unlike commercial janitorial services, residential cleaning involves smaller ticket sizes, higher trust requirements, greater variability of home environments and stronger sensitivity to worker background checks, service consistency and customer complaints. The ILO's broader domestic work data highlights the large global labor pool serving households, while also showing that a major portion of household labor remains informal, which creates long-term space for professional providers and digital platforms to convert unorganized demand into formal transactions.

From a supply perspective, the global market remains highly fragmented. A small

number of visible brands and platforms have established regional leadership, but most revenue is still generated by local cleaning companies, franchisees, small domestic service providers and independent teams. North America is characterized by franchise networks such as Molly Maid, Merry Maids, The Cleaning Authority, MaidPro and The Maids, alongside digital platforms such as Handy, Taskrabbit and Homeaglow. Europe has developed platform and service networks such as Helpling, Batmaid, Freska, Housekeep and Fantastic Services. China's market is shaped by digital home-service platforms and direct-operation domestic service brands such as Tian'e Daojia, Haokang Zaijia, Qingxi Daojia and DaoWay. Japan, South Korea, Taiwan, Australia and Southeast Asia each have localized leaders with different combinations of employee-based delivery, marketplace matching, agency referral and franchise networks. This explains why the broad vendor pool is much larger than the core formal list used for competitive analysis.

Demand growth is supported by rising household time costs, higher service outsourcing willingness, rental turnover, aging populations, pet ownership, urban apartment living and app-based booking convenience. Mature markets tend to grow through price increases, recurring usage and premium service packages, while emerging markets grow through formalization, platform penetration and expansion of middle-class household spending. Official service-sector and labor-market data also confirm that cleaning remains a labor-intensive service category with substantial employment needs, meaning that revenue growth is closely linked to wage inflation, worker availability, compliance rules and local labor regulations.

Technology and service models are evolving from basic cleaner dispatch to standardized checklists, online booking, quality scores, background checks, route optimization, insurance guarantees, green cleaning and subscription-like repeat usage. Employee-based models offer stronger quality control but face higher fixed labor costs. Franchise networks scale efficiently through local operators but require strong brand and training systems. Managed marketplaces can improve matching efficiency and customer acquisition, but they face worker classification, quality assurance and customer protection challenges. The EU's platform work rules illustrate how regulation may reshape the operating model of digital home-service platforms by increasing attention to employment status, algorithmic management and platform responsibility.

This report studies the global Residential Cleaning Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Residential

Cleaning Service, 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 Residential Cleaning Service that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Residential Cleaning Service total market, 2021-2032, (USD Million)

Global Residential Cleaning Service total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Residential Cleaning Service total market, key domestic companies, and share, (USD Million)

Global Residential Cleaning Service revenue by player, revenue and market share 2021-2026, (USD Million)

Global Residential Cleaning Service total market by Type, CAGR, 2021-2032, (USD Million)

Global Residential Cleaning Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Residential Cleaning Service 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 Neighborly, ServiceMaster Brands, Haokang Zaijia, Qingxi Daojia, Tian?e Daojia, Urban Company Limited, Angi Inc., The Cleaning Authority, The Maids International, Helpling, 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 Residential Cleaning Service 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 Residential Cleaning Service Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Residential Cleaning Service Market, Segmentation by Type:

Recurring Maintenance Cleaning

One-off Standard Cleaning

Global Residential Cleaning Service Market, Segmentation by Service Scope:

Lead-based Composite Rubber Type

Tungsten-based Composite Material Type

Global Residential Cleaning Service Market, Segmentation by Delivery Model:

Employee-based Direct Operations

Franchise Chain

Others

Global Residential Cleaning Service Market, Segmentation by Application:

Standard Family Home

Apartment

Villa

Others

Companies Profiled:

Neighborly

ServiceMaster Brands

Haokang Zaijia

Qingxi Daojia

Tian?e Daojia

Urban Company Limited

Angi Inc.

The Cleaning Authority

The Maids International

Helping

MaidPro

Maid Brigade

Batmaid

Homeaglow

Justlife

Duskin Co.,Ltd.

Taskrabbitt

Two Maids

Bears Co., Ltd.

Fantastic Services

Key Questions Answered

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

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