

Electric Mop Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Electric Mop Market was valued at USD 6.3 billion in 2024 and is projected to grow at a CAGR of 5.1% from 2025 to 2034. The surge in demand for advanced cleaning solutions stems from an increasing emphasis on cleanliness and hygiene, especially following the COVID-19 pandemic. With heightened awareness, consumers are actively seeking innovative products that ensure convenience, efficiency, and superior cleaning performance. Electric mops have emerged as a game-changer, blending technology with functionality to meet the evolving needs of modern households. Their ability to simplify household chores, along with features like portability and user-friendly designs, has positioned them as a preferred choice for consumers. Furthermore, a growing focus on eco-friendly and chemical-free cleaning alternatives is amplifying their appeal, driving significant growth in this market.

The market comprises steam mops and spray mops, with steam mops dominating at a valuation of USD 3.7 billion in 2024. These devices are expected to grow at a CAGR of 5.5% throughout the forecast period. Steam mops are highly favored for their ability to sanitize surfaces using high-temperature steam, effectively eliminating bacteria and stubborn dirt without relying on chemical cleaning agents. This makes them particularly attractive to environmentally conscious consumers. Their adaptability to clean diverse surfaces such as tiles and hardwood floors further enhances their utility, making them indispensable in modern households.

When segmented by power source, the market includes battery-operated and plug-in electric mops. Battery-operated models led with a 51.6% market share in 2024 and are projected to grow at a CAGR of 5.5% during the forecast period. These cordless models deliver unmatched mobility and efficiency, ideal for cleaning large areas or hard-to-reach spaces. Innovations in battery technology, including extended runtimes and faster

charging, enhance their performance, aligning with consumer preferences for flexibility and convenience. As a result, these products have become a top choice for tech-savvy homeowners seeking efficient and hassle-free cleaning solutions.

The U.S. electric mop market generated USD 1.4 billion in 2024, reflecting robust consumer demand for cutting-edge cleaning technologies. With a tech-savvy population and easy access to advanced products through online and offline retail channels, the U.S. has emerged as a leader in this industry. Consumers in the country actively adopt innovative solutions, including robotic and AI-powered mops, highlighting the growing emphasis on automation and smart home integration.

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