

Household Cleaning Products Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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Abstracts

The Global Household Cleaning Products Market was valued at USD 196.9 billion in 2023 and is projected to grow at a CAGR of 6.1% from 2024 to 2032. This growth is largely driven by global urbanization, particularly in emerging economies. As populations move to urban areas and new homes are constructed, the demand for cleaning products to maintain these spaces increases. Urban development, characterized by the rise of new residential and commercial properties, enhances the need for a variety of cleaning solutions tailored to modern environments. In developing markets, increasing disposable incomes enable consumers to spend more on household cleaning products.

This financial growth allows households to invest in premium and specialized cleaning solutions that offer superior performance and convenience. Furthermore, it encourages consumers to seek out eco-friendly and innovative products, highlighting a trend towards quality and sustainability. The synergy of urbanization and higher disposable incomes creates a robust market for household cleaning products, as consumers in urban areas with elevated living standards prioritize home maintenance and cleanliness. This trend is evident in the market's expansion, as consumers increasingly seek products that meet contemporary cleaning demands.

As disposable incomes rise, there is a greater willingness to explore new cleaning technologies and formulations, driving innovation and diversifying the product range available. The market is segmented by product type, including toilet cleaners, surface cleaners, glass & metal cleaners, and floor cleaners. The surface cleaners segment led the market in 2023, generating revenue of over USD 64.9 billion, and expected to grow at a CAGR of 6.3% in the forecast period. Surface cleaners are essential due to their versatility and frequent usage, catering to a variety of surfaces, such as countertops and bathroom fixtures.

Their popularity is fueled by the demand for effectiveness, convenience, and improved hygiene, with innovations focusing on eco-friendly ingredients, improved cleaning power, and user-friendly packaging. In terms of distribution channels, the market is divided into online and offline segments. The offline segment accounted for approximately 59% of the total market share in 2023 and is projected to grow at a CAGR of 5.1%. Traditional retail channels remain crucial, offering consumers direct access to a wide range of products.

These outlets benefit from established distribution networks, immediate product availability, and personal customer service. In the Asia Pacific region, the household cleaning products market is experiencing substantial growth, driven by urbanization, rising disposable incomes, and changing consumer lifestyles. The expanding middle class and increasing awareness of hygiene contribute to making this region a dynamic market for household cleaning products.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast parameters
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2018 - 2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factors affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
 - 3.1.7 Retailers
- 3.2 Impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Urbanization and rising disposable incomes
 - 3.2.1.2 Technological innovations
 - 3.2.1.3 Expansion of e-commerce and online retail
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 Consumer concerns about chemical ingredients
 - 3.2.2.2 Intense competition and price sensitivity
- 3.3 Consumer buying behavior analysis
 - 3.3.1 Demographic trends

- 3.3.2 Factors affecting buying decision
- 3.3.3 Consumer product adoption
- 3.3.4 Preferred distribution channel
- 3.4 Growth potential analysis
- 3.5 Regulatory landscape
- 3.6 Pricing analysis
- 3.7 Porter's analysis
- 3.8 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 HOUSEHOLD CLEANING PRODUCTS MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021 – 2032, (USD BILLION) (MILLION UNITS)

- 5.1 Key trends
- 5.2 Surface cleaners
- 5.3 Toilet cleaners
- 5.4 Glass & metal cleaners
- 5.5 Floor cleaners
- 5.6 Others (fabric cleaner, dishwashing, etc.)

CHAPTER 6 HOUSEHOLD CLEANING PRODUCTS MARKET ESTIMATES & FORECAST, BY PRICE RANGE, 2021 – 2032, (USD BILLION) (MILLION UNITS)

- 6.1 Key trends
- 6.2 Low
- 6.3 Medium
- 6.4 High

CHAPTER 7 HOUSEHOLD CLEANING PRODUCTS MARKET ESTIMATES & FORECAST, BY INGREDIENT, 2021 – 2032, (USD BILLION) (MILLION UNITS)

- 7.1 Key trends
- 7.2 Organic/Natural

7.3 Chemical/Synthetic

CHAPTER 8 HOUSEHOLD CLEANING PRODUCTS MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021 – 2032, (USD BILLION) (MILLION UNITS)

8.1 Key trends

8.2 Online

8.2.1 Ecommerce

8.2.2 Company website

8.3 Offline

8.3.1 Supermarkets & hypermarkets

8.3.2 Specialty stores

8.3.3 Others

CHAPTER 9 HOUSEHOLD CLEANING PRODUCTS MARKET ESTIMATES & FORECAST, BY REGION, 2021 – 2032, (USD BILLION) (MILLION UNITS)

9.1 Key trends

9.2 North America

9.2.1 U.S.

9.2.2 Canada

9.3 Europe

9.3.1 Germany

9.3.2 UK

9.3.3 France

9.3.4 Italy

9.3.5 Spain

9.3.6 Rest of Europe

9.4 Asia Pacific

9.4.1 China

9.4.2 India

9.4.3 Japan

9.4.4 South Korea

9.4.5 Australia

9.4.6 Rest of Asia Pacific

9.5 Latin America

9.5.1 Brazil

9.5.2 Mexico

9.5.3 Rest of Latin America

9.6 MEA

9.6.1 Saudi Arabia

9.6.2 UAE

9.6.3 South Africa

9.6.4 Rest of MEA

CHAPTER 10 COMPANY PROFILES

10.1 Bona

10.2 Church & Dwight

10.3 Cleansing Solutions

10.4 Clorox

10.5 Colgate-Palmolive

10.6 Ecolab

10.7 Henkel

10.8 Kimberly-Clark

10.9 Method Products

10.10 Procter & Gamble (P&G)

10.11 Reckitt Benckiser

10.12 S. C. Johnson Professional

10.13 SC Johnson

10.14 Seventh Generation

10.15 Unilever

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