

# **Carpet And Rug Shampoo Market Size, Share & Trends Analysis Report By End-use (Commercial, Residential), By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2025 - 2030**

<https://marketpublishers.com/r/C009AE33BAD2EN.html>

Date: October 2024

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: C009AE33BAD2EN

## **Abstracts**

**This report can be delivered to the clients within 3 Business Days**

### **Carpet And Rug ShampooMarket Growth & Trends**

The global carpet and rug shampoo market size is expected to reach USD 78.4 million by 2030, according to a new report by Grand View Research, Inc. It is anticipated to expand at a CAGR of 4.0% during the forecast period. Increasing demand for carpets and rugs from developing countries is anticipated to propel the demand for cleaning shampoos. Increased spending on home décor is expected to fuel the demand for carpet cleaning products including shampoos.

Commercial application was the largest end use segment in 2018 accounting for more than 50% of the overall market share. U.S. was the major consumer of carpets in the commercial sector. Hospitality and automotive are the major users of carpets and cleaning services owing to the health regulations employed by government organizations in these industries. Along with adding to the décor, carpets keep the floors clean and prevent minor accidents like slipping. This is expected to increase the overall demand for carpets and rugs and promote growth of carpet cleaning products.

However, carpet cleaning shampoos leave residues, damaging the fabric and making it sticky. This is anticipated to hinder the demand for shampoo products during the projected period. Entry of spot sprays and liquid cleaning solutions is also expected to restrain market growth to an extent.

In 2024, more than 90% sales in the carpet and rug shampoo market were driven by the offline distribution channels. Presence of distributors across different global locations is anticipated to boost the product sales of many brands. Moreover, manufacturers are focusing on providing eco-friendly and attractive packaging to drive sales. Product placement in hypermarkets and supermarkets is a major factor driving sales in these channels. However, many manufacturers are shifting their sales to online channels as it is less expensive and does not have any storage and inventory cost associated with it. Additionally, this mode of distribution allows them to attract customers from untapped markets.

North America led the market in 2024 and is expected to maintain its dominance throughout the forecast period. U.S. accounted for more than 60% share of North America market in 2024 due to increase in commercialization and rising disposable income of consumers. Additionally, increasing awareness regarding functional benefits of carpets like high thermal resistance, better aesthetic look, and hygroscopic nature is expected to drive the demand. This factor is expected to increase the demand for shampoos and cleaning products in the forthcoming years.

### Carpet And Rug Shampoo Market Report Highlights

In terms of revenue, residential segment is projected to ascend at a CAGR of 4.2% during the forecast period, due to increase in adoption of rugs and carpets in living rooms and bedrooms

Commercial dominated the market with the largest revenue share of 54.3% in 2024. This growth is attributed to the high demand for carpet cleaning solutions in various commercial spaces such as offices, hotels, and retail establishments.

North America's carpet & rug shampoo market dominated the global market with the largest revenue share of 51.1% in 2024. However, Asia Pacific is expected to witness significant growth owing to the increasing number of commercial buildings

The carpet and rug shampoo market is highly consolidated in nature with presence of a few players like Rug Doctor, Bio-Kleen, and The Clorox Company



## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Segment Snapshot
- 2.3. Competitive Landscape Snapshot

### CHAPTER 3. CARPET & RUG SHAMPOO MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
  - 3.1.1. Parent Market Outlook
  - 3.1.2. Related Market Outlook
- 3.2. Industry Value Chain Analysis
  - 3.2.1. Profit Margin Analysis (Industry-level)
- 3.3. Market Dynamics
  - 3.3.1. Market Driver Analysis
  - 3.3.2. Market Restraint Analysis
  - 3.3.3. Market Opportunities
  - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
  - 3.4.1. Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

## **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

## **CHAPTER 5. CARPET & RUG SHAMPOO MARKET: END USE ESTIMATES & TREND ANALYSIS**

- 5.1. Carpet & Rug Shampoo Market, By End Use: Key Takeaways
- 5.2. End Use Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, By End Use, 2018 - 2030 (USD Million)
  - 5.3.1. Commercial
    - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.3.2. Residential
    - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 6. CARPET & RUG SHAMPOO MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 6.1. Carpet & Rug Shampoo Market, By Distribution Channel: Key Takeaways
- 6.2. Distribution channel Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, by Distribution channel , 2018 - 2030 (USD Million)
  - 6.3.1. Offline
    - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 6.3.2. Online
    - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 7. CARPET & RUG SHAMPOO MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

- 7.1. Carpet & Rug Shampoo Market: Regional Outlook
- 7.2. Regional Marketplaces: Key Takeaways
- 7.3. Market Estimates & Forecasts, by Region, 2018 - 2030 (USD Million)
  - 7.3.1. North America
    - 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 7.3.1.2. U.S.

- 7.3.1.2.1. Key country dynamics
- 7.3.1.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.1.3. Canada
  - 7.3.1.3.1. Key country dynamics
  - 7.3.1.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.1.4. Mexico
  - 7.3.1.4.1. Key country dynamics
  - 7.3.1.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.2. Europe
  - 7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.2.2. U.K.
    - 7.3.2.2.1. Key country dynamics
    - 7.3.2.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.2.3. Germany
    - 7.3.2.3.1. Key country dynamics
    - 7.3.2.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.2.4. France
    - 7.3.2.4.1. Key country dynamics
    - 7.3.2.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.2.5. Italy
    - 7.3.2.5.1. Key country dynamics
    - 7.3.2.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.2.6. Spain
    - 7.3.2.6.1. Key country dynamics
    - 7.3.2.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.3. Asia Pacific
  - 7.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.3.2. China
    - 7.3.3.2.1. Key country dynamics
    - 7.3.3.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.3.3. India
    - 7.3.3.3.1. Key country dynamics
    - 7.3.3.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.3.4. Japan
    - 7.3.3.4.1. Key country dynamics
    - 7.3.3.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.3.5. Australia & New Zealand
    - 7.3.3.5.1. Key country dynamics
    - 7.3.3.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)

- 7.3.3.6. South Korea
  - 7.3.3.6.1. Key country dynamics
  - 7.3.3.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.4. Latin America
  - 7.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.4.2. Brazil
    - 7.3.4.2.1. Key country dynamics
    - 7.3.4.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.5. Middle East & Africa
  - 7.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.5.2. South Africa
    - 7.3.5.2.1. Key country dynamics
    - 7.3.5.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 8. CARPET & RUG SHAMPOO MARKET: COMPETITIVE ANALYSIS**

- 8.1. Recent Developments & Impact Analysis, By Key Market Participants
- 8.2. Company Categorization
- 8.3. Participant's Overview
- 8.4. Financial Performance
- 8.5. Product Benchmarking
- 8.6. Company Market Share Analysis, 2024 (%)
- 8.7. Company Heat Map Analysis
- 8.8. Strategy Mapping
- 8.9. Company Profiles
  - 8.9.1. Bio-Kleen
    - 8.9.1.1. Participant's Overview
    - 8.9.1.2. Financial Performance
    - 8.9.1.3. Product Benchmarking
    - 8.9.1.4. Strategic Initiatives
  - 8.9.2. Procter & Gamble
    - 8.9.2.1. Participant's Overview
    - 8.9.2.2. Financial Performance
    - 8.9.2.3. Product Benchmarking
    - 8.9.2.4. Strategic Initiatives
  - 8.9.3. The Clorox Company
    - 8.9.3.1. Participant's Overview
    - 8.9.3.2. Financial Performance
    - 8.9.3.3. Product Benchmarking

8.9.3.4. Strategic Initiatives

8.9.4. Zep Inc.

8.9.4.1. Participant's Overview

8.9.4.2. Financial Performance

8.9.4.3. Product Benchmarking

8.9.4.4. Strategic Initiatives

8.9.5. BISSELL

8.9.5.1. Participant's Overview

8.9.5.2. Financial Performance

8.9.5.3. Product Benchmarking

8.9.5.4. Strategic Initiatives

8.9.6. Reckitt Benckiser Group PLC

8.9.6.1. Participant's Overview

8.9.6.2. Financial Performance

8.9.6.3. Product Benchmarking

8.9.6.4. Strategic Initiatives

8.9.7. CWP Technologies Inc.

8.9.7.1. Participant's Overview

8.9.7.2. Financial Performance

8.9.7.3. Product Benchmarking

8.9.7.4. Strategic Initiatives

8.9.8. Evonik Industries AG

8.9.8.1. Participant's Overview

8.9.8.2. Financial Performance

8.9.8.3. Product Benchmarking

8.9.8.4. Strategic Initiatives

8.9.9. Diversey Inc.

8.9.9.1. Participant's Overview

8.9.9.2. Financial Performance

8.9.9.3. Product Benchmarking

8.9.9.4. Strategic Initiatives



## I would like to order

Product name: Carpet And Rug Shampoo Market Size, Share & Trends Analysis Report By End-use (Commercial, Residential), By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2025 - 2030

Product link: <https://marketpublishers.com/r/C009AE33BAD2EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C009AE33BAD2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970