

# **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**

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## **Abstracts**

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### **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 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



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