

Cleaning And Hygiene Products Market Size, Share & Trends Analysis Report By Application (Cleaning Tools, Personal Care, Kitchen Care, Fabric Care), By End-user (Healthcare, Food Service, Retail, Cruise, Commercial Laundry), By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

The global cleaning and hygiene products market size was estimated at USD 32,123.1 million in 2024 and is projected to reach USD 43,313.8 million by 2033, growing at a CAGR of 3.4% from 2025 to 2033. The market is driven by various factors, such as the increasing number of single-person households, rising disposable income, and heightened health and hygiene priorities among consumers, which have driven a surge in the demand for household cleaning products.

Moreover, the market has witnessed ongoing product innovations, as numerous companies expand their product ranges, significantly transforming the industry landscape. The COVID-19 pandemic significantly heightened awareness regarding hygienic practices and household cleanliness globally. This increased awareness sparked an unprecedented surge in demand for cleaning products, resulting in a widespread shortage. Manufacturers ramped production capacity, notably boosting global sales within this market segment.

The market is experiencing a notable push from consumers towards eco-friendly and sustainable household products. This shift is evident as customers seek cleaning items with 'natural' components, aiming to steer clear of harmful chemicals while reducing carbon emissions in both production and usage. Furthermore, the growing market for premium household products in developed nations such as the UK, the U.S., Canada,

and Japan has contributed significantly to recent market expansion.

Commercial sectors are increasingly emphasizing cleanliness and hygiene, fueling substantial demand for multi-purpose cleaning products. These cleaners boast versatility, able to handle various tasks like floor and surface cleaning and glass maintenance, and effectively tackle challenging stains like oil and grease. The efficiency of using a single product for multiple functions is apparent, offering economic advantages and simplified management and storage.

The market has seen a notable increase in demand for cleaning products that prioritize safety and are devoid of harsh chemicals. Ammonia, a common ingredient in many cleaners, is often unpleasant. These products can adversely affect the overall visitor experience within bustling commercial spaces hosting numerous daily visitors. Moreover, individual's sensitive to chemical cleaning products might exhibit allergic reactions such as sneezing, coughing, or watery eyes in severe cases.

Individual product preferences vary significantly and are influenced by psychographic, demographic, and behavioral aspects. Lifestyle choices and awareness notably shape consumer behavior. Sustaining consumer loyalty and product differentiation poses a challenge in the current market. The allure of innovative offerings often leads consumers away from sticking to a single brand or product. Small and medium-sized manufacturers face escalating difficulties in keeping pace with evolving consumer preferences, collectively impeding market growth.

Global Cleaning And Hygiene Products Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global cleaning and hygiene products market based on application, end-user, and region:

Application Outlook (Revenue, USD Million, 2021 - 2033)

Cleaning Tools

Personal Care

Infection Prevention Products

Floor Care

Building Care

Floor Care Machines

Kitchen Care

Fabric Care

End-user Outlook (Revenue, USD Million, 2021 - 2033)

Healthcare

Food Service

Hotels & Hospitality

Building Service Contractors/Facility Management

Retail

Educational Institutions

Transportation and Travel

Commercial Laundry

Cruise

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Europe

Germany

UK

France

Russia

Italy

Spain

Asia Pacific

Australia

New Zealand

India

Japan

China

South Korea

Latin America

Argentina

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Central America

Caribbean Islands

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