

Cleaning Services Market Size, Share & Trends Analysis Report By Type (Window Cleaning, Vacuuming, Floor Care, Maid Services, Carpet & Upholstery), By End Use (Residential, Commercial Spaces, Institutional, Government), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global cleaning services market size was estimated at USD 442.09 billion in 2025 and is projected to reach USD 770.76 billion by 2033, growing at a CAGR of 7.3% from 2026 to 2033. The increased emphasis on hygiene and cleanliness has prompted businesses to adopt advanced cleaning technologies, further fueling the growth of the residential cleaning services industry.

The global cleaning services industry is being propelled by a confluence of macro level trends and demand driven forces, chief among them a heightened post pandemic focus on hygiene and infection control that is reshaping cleaning standards across commercial, healthcare, and hospitality venues.

Ecolab introduced new institutional cleaning innovations, including the AqualQ monitoring system and advanced dilution cleaning systems, at ISSA North America 2025, enabling automated monitoring, optimized cleaning chemical use, and real-time operational efficiency tracking. These solutions enhance sustainability while reducing resource consumption and labor requirements.

These innovations are designed to improve the efficiency and effectiveness of cleaning services while aligning with the growing demand for sustainable, health-focused practices. By integrating cutting-edge tools and solutions, janitorial service providers

have positioned themselves as indispensable partners in maintaining safe and sanitary environments. This shift has not only enhanced confidence among businesses but also catalyzed the sustained growth of the cleaning services industry.

The global surge in large-scale leisure, hospitality, and integrated tourism infrastructure projects is expected to significantly accelerate demand for professional cleaning services, driven by the expansion of hotels, resorts, and mixed-use developments. For instance, in August 2025, Marriott International signed a multi-deal agreement with Brigade Hotel Ventures to develop six new hotels comprising approximately 940 rooms across key Indian markets, reinforcing ongoing hospitality capacity expansion and operational infrastructure growth.

Similarly, in 2025, Asset World Corp announced the development of the JW Marriott Hotel Bangkok Ratchadapisek, a 386-room hospitality facility integrated within a mixed-use complex featuring event spaces, lifestyle offices, and wellness amenities, positioning the project as a major leisure and conference destination in Thailand's new CBD. In addition, Wynn Resorts is constructing the Wynn Al Marjan Island integrated resort in the UAE, scheduled to open in 2027, which will include over 1,500 hotel rooms, convention facilities, restaurants, retail areas, and a casino, representing one of the region's largest tourism and hospitality infrastructure investments.

These expansive developments, characterized by extensive floor areas and multifaceted facilities, necessitate robust cleaning and maintenance solutions to uphold exceptional standards of hygiene and aesthetics. As these entertainment hubs strive to deliver unparalleled guest experiences, the demand for professional cleaning services is poised to rise, driven by the imperative to ensure cleanliness, elevate customer satisfaction, and preserve the visual and functional appeal of these high-profile venues. This is driving the growth of the commercial cleaning services industry.

The cleaning services industry is further set to benefit from ongoing construction projects. For instance, Marriott International reported a record global development pipeline exceeding 577,000 rooms as of 2024, supported by over 123,000 new room openings and continued expansion across luxury, midscale, and mixed-use hospitality segments, highlighting sustained investment in hotel infrastructure globally. This is driving the growth of the commercial cleaning services industry.

As these facilities approach completion in the coming years, the demand for janitorial services to maintain operational standards and cleanliness will intensify, creating substantial growth opportunities for cleaning market participants. This heightened focus

on post-construction maintenance aligns with the growing emphasis on the importance of cleanliness in sustaining the long-term operational efficiency and appeal of newly developed properties.

Maintaining a clean environment also plays a critical role in fostering employee health and safety. Studies, such as those by Fidelis Contract Services Ltd., highlight that clean workplaces mitigate the risk of illness, reduce absenteeism, and enhance operational productivity. In addition, they contribute to hazard prevention, ensuring a secure and efficient working environment. These factors are driving the growth of the cleaning market and the growing reliance on cleaning services within commercial and office settings.

The commercial cleaning industry is undergoing a transformation fueled by technological innovation and evolving customer demands. The adoption of advanced technologies, such as robotics exemplified by SoftBank Robotics' Whiz, enhances efficiency by automating routine cleaning tasks and enabling personnel to focus on complex responsibilities.

In addition, innovative software solutions, such as Swept, leverage data-driven insights to optimize scheduling, improve operational workflows, and facilitate informed decision-making. As the industry faces a projected shortage of skilled labor, integrating automation is expected to become essential for ensuring productivity and cost-efficiency, presenting significant growth avenues for forward-looking cleaning service providers.

Global Cleaning Services Market Report Segmentation

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

Type Outlook (Revenue, USD Billion, 2021 - 2033)

Window Cleaning

Vacuuming

Floor Care

Maid Services

Carpet & Upholstery

Others

End Use Outlook (Revenue, USD Billion, 2021 - 2033)

Residential

Commercial Spaces

Institutional

Government

Healthcare Facilities

Hospitality

Aviation

Others

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

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

India

Japan

Australia & New Zealand

South Korea

Central & South America

Brazil

Middle East & Africa (MEA)

South Africa

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