

Household Cleaners Market Size, Share & Trends Analysis Report By Ingredients (Natural, Chemical), By Product (Surface Cleaner, Glass Cleaner, Toilet Bowl Cleaner), By Distribution Channel, By Region, And Segment Forecasts, 2022 - 2028

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Abstracts

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Household Cleaners Market Growth & Trends

The global household cleaners market size is expected to reach USD 47.1 billion by 2028, registering a CAGR of 4.9% during the forecast period, according to a new report by Grand View Research, Inc. The growing awareness about hygiene among consumers is propelling the demand for household cleaners. The rising rate of urbanization and change in lifestyles due to growing disposable income is associated with enhanced sanitation standards, and this factor is anticipated to positively impact the market for household cleaners.

The implementation of a healthier lifestyle along with rising concerns for cleanliness and hygiene are driving the growth of this market. The increasing demand for surface cleaners for better cleanliness of wood, stainless, and mirrored surfaces is also propelling the market growth. Additionally, increasing usage of cleaners such as surface deodorizers is anticipated to drive the demand for household cleaners.

Key industry players are also introducing innovative surface and toilet cleaners in terms of pricing, quality, packaging, and fragrance. The industry participants are introducing eco-friendly household cleaning products to enhance product sales. Additionally, the inclination of consumers towards natural-based cleaning products has led to a

significant impact on the market. Thus, all these factors are anticipated to boost the growth of the household cleaner market in the coming years.

The surface cleaner product segment contributed to a share of over 55% in the global market in 2021, backed by its rising demand during the spread of COVID-19. Surface cleaners are mostly used to remove stains, dust, clutters, and bad smells from the surface. The availability of a variety of specialized surface cleaners used for surfaces such as wood, tiles, etc. is also expected to drive the growth of the surface cleaner segment during the forecast period.

The online segment is poised to register the highest growth rate during the forecast period, owing to its rapidly rising usage. An increase in sales of household cleaning products, mainly through e-commerce portals and the company's own website, is likely to boost the growth of the online distribution channel during the projection period. Due to the ease of accessibility and availability of a wide product range, consumers have become increasingly adaptive to online sales channels and e-commerce websites. Key players are better positioned to present their product variety on online platforms as a result of this consumer shift, resulting in enhanced consumer interaction.

Europe captured a significant market share in 2021, due to increased consumer inclination toward hygiene, and critical steps implemented by regional governments to promote societal hygiene. Moreover, upward sales of sustainable and eco-friendly household cleaning products are majorly driving the regional market growth. Rising demand for surface and toilet cleaners is further projected to drive the growth of this market during the forecast years. Whereas, the Asia Pacific is expected to showcase strong growth in the near future, supported by rising consumer inclination towards online sales channels, & government initiatives such as India's Swachh Bharat Abhiyan.

Household Cleaners Market Report Highlights

Asia Pacific is expected to register the fastest growth rate of 5.8% from 2022 to 2028, owing to the rising demand for household cleaners in developing countries, including India and China

The chemical ingredients segment contributed to the highest share of over 86% in the global market revenue in 2021, due to increasing demand for chemical household cleaners to remove tougher stains and dirt

Europe made a significant contribution to the global market in terms of revenue in 2021, due to the rising regional demand for sustainable and eco-friendly household cleaning products

The offline distribution channel segment held the largest market share in 2021, contributing significantly to the total revenue, due to the developed retail sector in developing countries across the globe

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