

# **Natural Household Cleaners Market Size, Share & Trends Analysis Report By Product (Surface, Glass), By Application, By Distribution Channel (Supermarkets/Hypermarket, Convenience Stores, Online), By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **Natural Household Cleaners Market Growth & Trends**

The global natural household cleaners market size is estimated to reach USD 13.28 billion by 2030, registering a CAGR of 11.3% from 2025 to 2030, according to a new report by Grand View Research, Inc. Rising concerns over toxic chemicals including parabens, triclosan, phthalates, and ammonia, which are present in synthetic home cleaning products, is expected to promote the utility of natural household cleaners. Moreover, various government initiatives on the ban of toxic chemicals from household cleaning products is expected to promote the utility of these products as green alternatives in the near future.

Surface cleaners emerged as the largest segment and accounted for a share of more than 55.3% in 2024. Major manufacturers including Unilever, The Procter & Gamble Company, and Henkel AG & Co. KGaA are launching new products in order to gain maximum customers. Moreover, giant retailer and supermarket chains including Tesco PLC and Target Corporation are launching innovative products under their private labels.

For instance, in February 2018, TescPLC launched a wide range of plant-based home cleaning products under the brand name 'TescEcActive'. The company launched this green and natural product in order to cater to the demand for eco-cleaning products in U.K.

North America is expected to expand at the fastest CAGR of 11.8% over the forecast period. Over the past few years, major players have adopted marketing strategies including innovative product launch, expansion of production capacity, and mergers and acquisitions in order to cater to the increasing demand for natural household cleaning product in the region.

For instance, in September 2017, S. C. Johnson & Son, Inc. signed an agreement to acquire two merging household cleaning products manufacturers, Ecover and Method. These two companies had a wide range of home care, personal care, and fabric care products, along with the customer penetration in North America, Europe, and other countries across the globe. The company acquired these companies as they have strong R&D in natural products, along with high customer base.

#### Natural Household Cleaners Market Report Highlights

By product, surface cleaners dominated the natural household cleaners market with a share of more than 55.3% in 2024. The fabric cleaners segment is expected to grow at the fastest CAGR of 11.8% over the forecast period.

Based on application, the bathrooms segment dominated the market with the largest revenue share in 2024, owing to the heightened emphasis on maintaining hygiene and cleanliness in bathrooms.

The online channel is expected to grow at the fastest CAGR over the forecast period, as the convenience and accessibility of online shopping have become increasingly appealing to consumers.

In 2024, Europe natural household cleaners industry dominated the global market with the largest revenue share of 33.0%.

## 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. NATURAL HOUSEHOLD CLEANERS 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. NATURAL HOUSEHOLD CLEANERS MARKET: APPLICATION ESTIMATES & TREND ANALYSIS**

- 5.1. Natural Household Cleaners Market, By Application: Key Takeaways
- 5.2. Application Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, By Application, 2018 - 2030 (USD Million)
  - 5.3.1. Bathroom
    - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.3.2. Kitchen
    - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.3.3. Others
    - 5.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 6. NATURAL HOUSEHOLD CLEANERS MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 6.1. Natural Household Cleaners Market, By Product: Key Takeaways
- 6.2. Product Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, By Product, 2018 - 2030 (USD Million)
  - 6.3.1. Surface Cleaners
    - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 6.3.2. Fabric Cleaners
    - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 6.3.3. Glass Cleaners
    - 6.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 7. NATURAL HOUSEHOLD CLEANERS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 7.1. Natural Household Cleaners Market, By Distribution Channel: Key Takeaways
- 7.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030

### 7.3. Market Estimates & Forecasts, by Distribution Channel, 2018 - 2030 (USD Million)

#### 7.3.1. Supermarkets/Hypermarkets

##### 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)

#### 7.3.2. Convenience Stores

##### 7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

#### 7.3.3. Online

##### 7.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 8. NATURAL HOUSEHOLD CLEANERS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

### 8.1. Natural Household Cleaners Market: Regional Outlook

### 8.2. Regional Marketplaces: Key Takeaways

### 8.3. Market Estimates & Forecasts, by Region, 2018 - 2030 (USD Million)

#### 8.3.1. North America

##### 8.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)

##### 8.3.1.2. U.S.

###### 8.3.1.2.1. Key country dynamics

###### 8.3.1.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

##### 8.3.1.3. Canada

###### 8.3.1.3.1. Key country dynamics

###### 8.3.1.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)

##### 8.3.1.4. Mexico

###### 8.3.1.4.1. Key country dynamics

###### 8.3.1.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)

#### 8.3.2. Europe

##### 8.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

##### 8.3.2.2. UK

###### 8.3.2.2.1. Key country dynamics

###### 8.3.2.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

##### 8.3.2.3. Germany

###### 8.3.2.3.1. Key country dynamics

###### 8.3.2.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)

##### 8.3.2.4. France

###### 8.3.2.4.1. Key country dynamics

###### 8.3.2.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)

##### 8.3.2.5. Italy

###### 8.3.2.5.1. Key country dynamics

###### 8.3.2.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)

- 8.3.2.6. Spain
  - 8.3.2.6.1. Key country dynamics
  - 8.3.2.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.3.3. Asia Pacific
  - 8.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.3.3.2. China
    - 8.3.3.2.1. Key country dynamics
    - 8.3.3.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.3.3.3. India
    - 8.3.3.3.1. Key country dynamics
    - 8.3.3.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.3.3.4. Japan
    - 8.3.3.4.1. Key country dynamics
    - 8.3.3.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.3.3.5. Australia & New Zealand
    - 8.3.3.5.1. Key country dynamics
    - 8.3.3.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.3.3.6. South Korea
    - 8.3.3.6.1. Key country dynamics
    - 8.3.3.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.3.4. Latin America
  - 8.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.3.4.2. Brazil
    - 8.3.4.2.1. Key country dynamics
    - 8.3.4.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.3.5. Middle East & Africa
  - 8.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.3.5.2. South Africa
    - 8.3.5.2.1. Key country dynamics
    - 8.3.5.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.3.5.3. Saudi Arabia
    - 8.3.5.3.1. Key country dynamics
    - 8.3.5.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 9. NATURAL HOUSEHOLD CLEANERS MARKET: COMPETITIVE ANALYSIS**

- 9.1. Recent Developments & Impact Analysis, by Key Market Participants
- 9.2. Company Categorization

- 9.3. Participant's Overview
- 9.4. Financial Performance
- 9.5. Product Benchmarking
- 9.6. Company Market Share Analysis, 2024 (%)
- 9.7. Company Heat Map Analysis
- 9.8. Strategy Mapping
- 9.9. Company Profiles
  - 9.9.1. Henkel AG & Co. KGaA
    - 9.9.1.1. Company Overview
    - 9.9.1.2. Financial Performance
    - 9.9.1.3. Product Portfolios
    - 9.9.1.4. Strategic Initiatives
  - 9.9.2. Procter & Gamble
    - 9.9.2.1. Company Overview
    - 9.9.2.2. Financial Performance
    - 9.9.2.3. Product Portfolios
    - 9.9.2.4. Strategic Initiatives
  - 9.9.3. Unilever
    - 9.9.3.1. Company Overview
    - 9.9.3.2. Financial Performance
    - 9.9.3.3. Product Portfolios
    - 9.9.3.4. Strategic Initiatives
  - 9.9.4. Johnson & Son Inc.
    - 9.9.4.1. Company Overview
    - 9.9.4.2. Financial Performance
    - 9.9.4.3. Product Portfolios
    - 9.9.4.4. Strategic Initiatives
  - 9.9.5. Reckitt Benckiser Group PLC
    - 9.9.5.1. Company Overview
    - 9.9.5.2. Financial Performance
    - 9.9.5.3. Product Portfolios
    - 9.9.5.4. Strategic Initiatives
  - 9.9.6. Godrej Consumer Products Limited
    - 9.9.6.1. Company Overview
    - 9.9.6.2. Financial Performance
    - 9.9.6.3. Product Portfolios
    - 9.9.6.4. Strategic Initiatives
  - 9.9.7. The Clorox Company
    - 9.9.7.1. Company Overview

- 9.9.7.2. Financial Performance
- 9.9.7.3. Product Portfolios
- 9.9.7.4. Strategic Initiatives
- 9.9.8. Kao Corporation
  - 9.9.8.1. Company Overview
  - 9.9.8.2. Financial Performance
  - 9.9.8.3. Product Portfolios
  - 9.9.8.4. Strategic Initiatives
- 9.9.9. The Honest Company, Inc.
  - 9.9.9.1. Company Overview
  - 9.9.9.2. Financial Performance
  - 9.9.9.3. Product Portfolios
  - 9.9.9.4. Strategic Initiatives
- 9.9.10. Midea Group
  - 9.9.10.1. Company Overview
  - 9.9.10.2. Financial Performance
  - 9.9.10.3. Product Portfolios
  - 9.9.10.4. Strategic Initiatives



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