

Sponge And Scouring Pads Market Size, Share & Trends Analysis Report By Product (Light Duty, Medium Duty, Heavy Duty, Extra Heavy Duty), By Raw Material, By Application, By End-use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Sponge And Scouring Pads Market Growth & Trends

The global sponge and scouring pads market size is expected to reach USD 6.55 billion by 2030, according to a new report by Grand View Research, Inc., expanding at a CAGR of 2.8% from 2025 to 2030. Increasing number of restaurants, cafe, and diners across the world is expected to drive the demand for scouring pads. The above-mentioned eateries serve a large number of consumers every day, thereby leading to a giant heap of cookware, plates, and cutlery to be washed.

Shifting focus towards reducing plastic consumption is promoting the use of steel, bone china, glass, and wooden utensils. Each of the aforementioned containers require specialized cleaning pad in order to maintain surface cleanliness and hygiene. As a result, scouring pads are expected to be one of the cleaning mediums over the next few years.

The current generation has been rapidly adopting non-stick cookware, which are very sensitive to abrasive cleaning tools. Washing them with conventional scouring pads can hamper the teflon coating on these. Thus, light duty to medium duty products are necessarily required, which can clean properly without hampering the coating. Most manufacturers have been creating non-stick friendly scouring pads, which includes Bon Ami and Scrubbe, in order to meet the increasing demand.

Growth of the baking industry is another factor driving the market. Over the last couple of years, baking has found place in all cuisines across the world. Ability to cook food in little time has made it extremely popular among the health conscious millennials. But cleaning these oven friendly cookware can require a lot of elbow grease. For such purpose, heavy duty scouring pads have been gaining popularity among the consumers to clean baked cookware.

Some of the key players operating in the global market are Unilever; Scrub-It; The Crown Choice; 3M; O-Cedar; Weiman Products, LLC; Amway; Sun 'n' Shine Industries; Bio90 Manufacturing Canada Inc.; Kiwi-Scourers; and H. M. INDUSTRIES. Product innovation is expected to remain a key market trend in the industry.

For instance, in June 2019, Mrs Hinch's under its brand name, 'Scrub Daddy' launched a new scrubber with a smiley face, the Scour Daddy. The product is made up of FlexTexture, enveloped in ArmorTec mesh, and is available in a package of 3 at GBP 4.49. The product is available in various colors and is claimed to be scratch free as well as odorless. At the same time, the company launched another product named Scour Daddy. These products are dual side scrubbing rectangular sponge pad, which are available in a pack of 4 at GBP 3.99.

Sponge And Scouring Pads Market Report Highlights

Heavy duty products held over 34.5% share in 2024 due to increasing demand for better cleaning products to clean heavily stained and soiled kitchen utensils. Extra heavy-duty products are expected to register the highest CAGR from 2025 to 2030.

By application, kitchen utensils dominated the market with largest revenue share in 2024 due to rising demand for cooking food at low temperature for long, leading to stained pots and casseroles. Slabs and sinks are expected to expand at the fastest CAGR of 2.7% from 2019 to 2025.

By raw material, steel accounted for more than 60.4% share of the global revenue in 2024. The product got the first movers' advantage and thus has created an in-depth penetration in the industry.

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