

Household Cleaners Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global household cleaners market size reached US\$ 35.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 46.0 Billion by 2028, exhibiting a growth rate (CAGR) of 4.2% during 2023-2028.

Household cleaners refer to various chemicals and cleaning solutions that are used for removing dirt, germs and other contaminants from soft and hard surfaces at home. They include abrasive, non-abrasive and specialty cleaners, bleaches, disinfectants, hard water stain removers and other ammonia- and baking soda-based products. These products are effective against dust, clay, oil, grease, soap scum, hard water marks, limescale, mold and mildew. They are commonly available in the packaging of triggered sprays, aerosol cans and in-pump actuated bottles and can aid in maintaining personal health and hygiene in the household.

Increasing awareness regarding personal hygiene and cleanliness in residential and commercial spaces on account of the spread of the coronavirus disease (COVID-19) represents one of the key factors driving the growth of the market. In line with this, there is a growing preference for specialized cleaners that can be used on glass, mirrored surfaces, stainless steel and wood. Furthermore, the rising demand for environment-friendly and sustainable household products is also providing a boost to the market growth. Household cleaners are usually manufactured using cleaning agents, such as alkalis, acids, surfactants and degreasers, which may have a detrimental effect on health upon prolonged exposure. Hence, product manufacturers are using natural and organic ingredients, such as vegetable oils, cornstarch, alcohol, baking soda, oxygen bleach,

washing soda and citrus solvents, which is creating a positive outlook for the market. Other factors, including significant infrastructural development resulting in an increasing number of residential projects, coupled with rapid urbanization, rising disposable incomes and changing lifestyles of the consumers, are projected to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global household cleaners market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, distribution channel, ingredient and application.

Breakup by Product Type:

Surface Cleaner

Glass Cleaner

Toilet Bowl Cleaner

Others

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Online Stores

Others

Breakup by Ingredient:

Surfactants

Builders

Solvents

Antimicrobials

Others

Breakup by Application:

Bathroom

Kitchen

Floor

Fabric

Others

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Bombril S/A, Church & Dwight Co. Inc., Colgate-Palmolive Company, Godrej Consumer Products Limited, Henkel AG & Company KGaA, Kao Corporation, Reckitt Benckiser Group plc., S. C. Johnson & Son Inc., The Procter & Gamble Company and Unilever Plc, etc.

Key Questions Answered in This Report

1. How big is the global household cleaners market?
2. What is the expected growth rate of the global household cleaners market during 2023-2028?
3. What are the key factors driving the global household cleaners market?
4. What has been the impact of COVID-19 on the global household cleaners market?
5. What is the breakup of the global household cleaners market based on the product type?
6. What is the breakup of the global household cleaners market based on the distribution channel?
7. What is the breakup of the global household cleaners market based on the application?
8. What are the key regions in the global household cleaners market?
9. Who are the key players/companies in the global household cleaners market?

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