

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

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## Abstracts

### Market Overview:

The global multi cleaners market size reached US\$ 4.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 5.6 Billion by 2028, exhibiting a growth rate (CAGR) of 4.1% during 2023-2028.

Multi-purpose cleaners are widely used for cleaning several surfaces such as windows, floors, carpets, upholsteries, etc. In the residential sector, multi-cleaners protect individuals from germs and infections along with rendering comfort within residential premises. On the other hand, commercial industries, such as food & beverage, hospitality, healthcare, etc., pose higher risks of infection; thus, raising the demand for multi-use cleaners in maintaining a hygienic environment. Moreover, with the current pandemic situation of coronavirus outbreak, the impetus of sanitization across commercial and residential spaces has become an important factor in ensuring infection-free conditions across the globe.

The rising consumer concerns towards maintaining proper hygiene, regular cleaning, and high prevalence of diseases, such as diarrhea, E. Coli, Buruli ulcers, etc., have significantly influenced the demand for multi-purpose cleaners. Additionally, the rising disposable income levels leading to high consumer purchasing power, have augmented the per capita expenditure on premium and high-end home care products, across both developed and emerging markets. Furthermore, rising construction of smart and luxury homes, including different kinds of surfaces such as stainless, mirrored, glass, vitrified, wood, etc., have led to the rising adoption of home care products with specific cleaning abilities. Furthermore, various technological advancements have led to the introduction of infused wipes, novel dispensing systems, and smart tube drop solutions to clean and

preserve specialized surfaces. Moreover, several companies are launching newer and advanced products across a broad spectrum of price points to serve all categories of income groups. Additionally, the rising consumer concerns towards the harmful effects of harsh chemicals present in cleaners have led to the growing popularity of natural and organic products over chemically formulated ones. Such developments in the home care industry owing to the continuous upgradations and changing consumer preferences will continue to fuel the growth of the global multi-purpose cleaners market in the coming years.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global multi 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, end-use and distribution channel.

#### Breakup by Product Type:

Cream Cleaner

Spray Cleaner

Wipes

Others

#### Breakup by End-Use:

Residential

Commercial

Industrial

Automotive and Aerospace

Hospitality

Healthcare

Others

Breakup by Distribution Channel:

Online

Speciality Stores

Supermarkets and Hypermarkets

Departmental Stores

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

Turkey

Saudi Arabia

Others

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being 3M Company, Amway Corp., CarrollCLEAN, The Clorox Company, W. W. Grainger Inc., Permatex Inc. (Illinois Tool Works Inc), The Procter & Gamble Company, Reckitt Benckiser Group plc, SC Johnson & Son, Inc., Spartan Chemical Company Inc., etc.

## Key Questions Answered in This Report:

How has the global multi cleaners market performed so far and how will it perform in the coming years?

What are the key regional markets?

What has been the impact of COVID-19 on the global multi cleaners market?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the end-use?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the market?

What is the structure of the global multi cleaners market and who are the key players?

What is the degree of competition in the market?

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