

Pressure Washer Market Report by Power Source (Electricity Based, Gas Based, Fuel Based), Output (Upto 1500 PSI, 1501 to 3000 PSI, 3001 to 4000 PSI, Above 4000 PSI), Application (Car Washer, Garden Washer, Home Exterior Washer, Floor Cleaning, and Others), Distribution Channel (Online Distribution, Offline Distribution), and Region 2024-2032

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Abstracts

The global pressure washer market size reached US\$ 2.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3.7 Billion by 2032, exhibiting a growth rate (CAGR) of 3% during 2024-2032. Rapid urbanization, along with increasing awareness regarding the maintenance of cleanliness and hygiene among the masses, is one of the key factors driving the growth of the market.

Global Pressure Washer Market Analysis:

Major Market Drivers: Elevating levels of urbanization, along with rising awareness regarding the maintenance of cleanliness and hygiene among the masses, is one of the significant factors among the pressure washer market drivers. Additionally, the increasing number of professional cleaning startups across the globe is also catalyzing the market growth.

Key Market Trends: The rising preference for electric pressure washers is acting as one of the key trends for the market. These variants are energy efficient, emit zero carbon, and are highly portable as they operate on cordless batteries. Additionally, increasing product demand from the food and beverage industry to clean and remove bacteria and other microorganisms from kitchen counters and

equipment is creating a positive outlook for market growth.

Competitive Landscape: Some of the leading players in the pressure washer industry are Alfred Kärcher SE & Co. KG, AR North America, Briggs & Stratton, Campbell Hausfeld, FNA Group, Generac Holdings, MI-T-M Corporation, Nilfisk Group, Ryobi, Simpson, Snow Joe LLC, and Stanley Black & Decker Inc, among others.

Challenges and Opportunities: Pressure washer market statistics indicated that the increasing costs of industrial-grade high-pressure washers is one of the significant challenges faced by the market players. However, the rising awareness regarding the importance of cleaning, along with the growing construction and industrial activities, is anticipated to significantly increase the pressure washer market revenue.

Global Pressure Washer Market Trends:

Increasing Utilization in the Food and Beverage Industry

The escalating utilization of pressure washers in the food and beverage (F&B) industry to maintain hygiene, cleanliness, and remove stubborn residues is significantly driving the pressure washer market demand. Moreover, the implementation of stringent government regulations regarding safety and hygiene in the food and beverage industry is also augmenting the adoption of pressure washers. Additionally, the expanding F&B sector, along with the increasing number of restaurants and food chains, is further contributing to the market growth. In 2021, consumer spending reached almost GBP 118 Billion (US\$ 140 Billion) in the United Kingdom. According to gov.uk, the food industry also had a central role in the government's leveling up agenda in June 2022. It is present in every part of the country. It is the largest manufacturing sector in the United Kingdom, more significant than automotive and aerospace combined. Furthermore, the highest risk for the food industry is food contamination. Preventing microbial and cross-contamination becomes crucial to avoid paying the heavy economic sanctions provided for those who do not abide by the rules of good manufacturing practices (GMP) or those who do not implement the HACCP protocol in the manufacturing process organization. Using pressure washers eliminates the possibility of food contamination, therefore, such regulations will create a positive outlook for the future of pressure washer market.

Innovation in Automotive-centric Pressure Washers

Pressure washers are widely utilized in the automotive sector to clean and maintain vehicles. However, it is extremely important to employ the right pressure and appropriate nozzle to avoid damage to the vehicle's paint and components. In addition to this, various key manufacturers are launching innovative high-pressure washers to revolutionize vehicle maintenance. For instance, in January 2024, Dylect, a prominent player in the electronics equipment industry, unveiled its high-pressure washer range in India. The new product line includes DYLECT Ultra Clean, DYLECT Ultra Flow, DYLECT Ultra Force, and DYLECT Ultra Power, with prices ranging from Rs 4,999 to Rs 8,999. These innovative high-pressure washers aim to enhance vehicle maintenance in India, catering to the mid-premium segment of the auto accessories industry. Similarly, MUC-OFF, a vehicle care products company, launched a bike-specific pressure washer in the USA. Apart from this, the escalating sales of both commercial and passenger vehicles are also driving demand for the pressure washer market products. Passenger Cars market unit sales are expected to reach 75.16m vehicles in 2028. Consequently, the market is poised to witness significant growth in pressure washer market share.

Shifting Preference from Manual Cleaning to Equipment Cleaning

Shifting consumer trends toward the usage of cleaning equipment over manual cleaning, along with the increasing income of the global population, is further catalyzing the market for pressure washers in residential units. Additionally, the rising awareness among homeowners regarding the importance of maintaining cleanliness and hygiene is also contributing to the market growth. Moreover, the bolstering sales of residential units is positively influencing the pressure washer market outlook. According to a report presented by the US Department of Commerce, the number of new houses sold in the US increased by 13.9% in July 2020 as compared to June 2020. Moreover, the emerging trend of indoor and outdoor renovation is anticipated to support the growth of the market. Additionally, various key market players are launching multi-purpose pressure washers equipped with different pressures and modes to cater to the unique needs of various sectors. For instance, in April 2019, the FNA group launched an industrial pressure washer series under their brand SAMPSON. These machines are heavy-duty cleaning machines made for both residential and commercial applications. Such innovations are projected to bolster the pressure washer market value in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global pressure washer market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on power source, output, application and distribution channel.

Breakup by Power Source:

Electricity Based

Gas Based

Fuel Based

Breakup by Output:

Upto 1500 PSI

1501 to 3000 PSI

3001 to 4000 PSI

Above 4000 PSI

Breakup by Application:

Car Washer

Garden Washer

Home Exterior Washer

Floor Cleaning

Others

Breakup by Distribution Channel:

Online Distribution

Offline Distribution

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 provided a comprehensive analysis of the pressure washer market overview and competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Alfred Kärcher SE & Co. KG

AR North America

Briggs & Stratton

Campbell Hausfeld

FNA Group

Generac Holdings

MI-T-M Corporation

Nilfisk Group

Ryobi

Simpson

Snow Joe LLC

Stanley Black & Decker Inc.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Global Pressure Washer Market News:

January 2024: Dylect, a prominent player in the electronics equipment industry, has unveiled its high-pressure washer range in India. The new product line includes DYLECT Ultra Clean, DYLECT Ultra Flow, DYLECT Ultra Force, and DYLECT Ultra Power, with prices ranging from Rs 4,999 to Rs 8,999. These innovative high-pressure washers aim to revolutionize vehicle maintenance in India, catering to the mid-premium segment of the auto accessories industry.

August 2023: INALSA Home Appliances, a leading innovator in household cleaning solutions, announced the launch of its latest product, the JETMAC 2000 Pressure Washer. This product is designed to revolutionize the cleaning experience and is now available in market & e-commerce portals.

May 2023: Giraffe Tools, the leader in the global retractable pressure washer market, launched its new model, the Grandfalls P115-G20, in May 2023. Their wall-mounted Grandfalls Pressure Washers series are the first to combine a washer with a self-retracting hose, being the first and most user-friendly pressure washers in the market due to all their features.

Key Questions Answered in This Report:

How big is the pressure washer market?

According to pressure washer market statistics, how has the global pressure washer market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global pressure washer market?

What are the pressure washer market drivers?

What are the key regional markets?

What is the breakup of the market based on the power source?

What is the breakup of the market based on the output?

What is the breakup of the market based on the application?

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 industry?

What is the structure of the global pressure washer market and who are the key players?

What is the degree of competition in the industry?

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