

Global On-demand Laundry Service Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global On-demand Laundry Service market size is predicted to grow from US\$ 442 million in 2025 to US\$ 693 million in 2032; it is expected to grow at a CAGR of 6.6% from 2026 to 2032.

On-demand Laundry Service is a modern laundry model based on the Internet of Things (IoT), mobile internet, and smart washing technology. This service breaks down the time and space limitations of traditional laundromats by deploying smart laundry cabinets, connected washing machines, and a mobile application. Users simply place an order via the app, scan a code to open the door, and drop off their dirty laundry to track the entire washing, drying, and delivery process in real time. The system's backend dynamically schedules washing and drying resources and delivery personnel based on equipment load, order distribution, and logistics routes, maximizing resource utilization and optimizing response speed. Its core lies in using data to automate and transparently manage the laundry process, providing users with a highly efficient and convenient experience of 24/7 laundry service with full traceability.

The on-demand laundry service market is undergoing a profound transformation from traditional brick-and-mortar dry cleaners to an IoT-driven, instant-response model. Technologically, IoT enables unmanned laundry collection through smart lockers' overflow detection and weight sensing; RFID tags assign unique identifiers to each garment, supporting sorting and progress tracking; cloud platforms aggregate order data and logistics information, enabling automatic order dispatch and route optimization; and mobile applications provide users with transparent experiences such as scanning to open lockers, online payment, and live laundry broadcasts. In terms of development trends, the industry is evolving from single-service garment cleaning to a diversified laundry ecosystem encompassing luxury goods care, shoe cleaning and maintenance,

and home textile mite removal, and is beginning to explore models combining centralized processing in central factories with distributed collection at front-end lockers. Driving factors for this development mainly include the convenience demands of urban dwellers living fast-paced lives, the consumption habits of the younger generation towards digital services, and post-pandemic consumer preferences for contactless services and hygiene and safety. However, its development still faces significant obstacles: the initial investment cost of smart laundry cabinets is high, and competition for prime locations is fierce; reverse logistics costs are high, and the efficiency of last-mile delivery directly affects gross profit; it is difficult to determine liability for damage or loss of clothing during circulation; in addition, consumers' concerns about privacy leaks and lack of transparency in washing results also restrict further market penetration.

LPI (LP Information)' newest research report, the 'On-demand Laundry Service Industry Forecast' looks at past sales and reviews total world On-demand Laundry Service sales in 2025, providing a comprehensive analysis by region and market sector of projected On-demand Laundry Service sales for 2026 through 2032. With On-demand Laundry Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world On-demand Laundry Service industry.

This Insight Report provides a comprehensive analysis of the global On-demand Laundry Service landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on On-demand Laundry Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global On-demand Laundry Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for On-demand Laundry Service and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global On-demand Laundry Service.

This report presents a comprehensive overview, market shares, and growth opportunities of On-demand Laundry Service market by product type, application, key players and key regions and countries.

Segmentation by Type:

General Washing

Dry Cleaning

Delivery Service

Others

Segmentation by Service Methods:

Self-Service Delivery

Door-to-Door Pickup and Delivery

Store Self-Service

Segmentation by Objects:

Everyday Clothing Care

Premium Clothing Care

Home Textile Care

Shoe Care

Segmentation by Application:

Residential Use

Commercial Use

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Cleanly

DRYV

Edaixi

FlyCleaners

Laundrapp Ltd.

Rinse, Inc.

LaundryWala

Mulberrys

Hamperapp

Presso

Liox Clean

LaundryCare

Poplin

Laundry Locker

Tongxi

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