

Global Residential Cleaning Service Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Residential Cleaning Service market size is predicted to grow from US\$ 73232 million in 2025 to US\$ 106667 million in 2032; it is expected to grow at a CAGR of 5.5% from 2026 to 2032.

Residential cleaning services refer to professionally organized cleaning and household maintenance services delivered to private homes, apartments, rental units, short-stay residences and other residential living spaces by service companies, franchise networks, direct-operation domestic service providers or digital home-service platforms.

Residential cleaning services represent a mature but structurally expanding household service market. The industry is not driven by a completely new demand category; rather, its growth comes from the gradual formalization of historically informal household cleaning labor into branded, standardized, platform-enabled or franchise-based service delivery. Demand is resilient because household cleaning is recurring, time-consuming and difficult to fully standardize through products alone. It is particularly strong among dual-income households, elderly households, urban apartment residents, rental households, pet owners and middle- to high-income families. Unlike commercial janitorial services, residential cleaning involves smaller ticket sizes, higher trust requirements, greater variability of home environments and stronger sensitivity to worker background checks, service consistency and customer complaints. The ILO's broader domestic work data highlights the large global labor pool serving households, while also showing that a major portion of household labor remains informal, which creates long-term space for professional providers and digital platforms to convert unorganized demand into formal transactions.

From a supply perspective, the global market remains highly fragmented. A small

number of visible brands and platforms have established regional leadership, but most revenue is still generated by local cleaning companies, franchisees, small domestic service providers and independent teams. North America is characterized by franchise networks such as Molly Maid, Merry Maids, The Cleaning Authority, MaidPro and The Maids, alongside digital platforms such as Handy, Taskrabbit and Homeaglow. Europe has developed platform and service networks such as Helpling, Batmaid, Freska, Housekeep and Fantastic Services. China's market is shaped by digital home-service platforms and direct-operation domestic service brands such as Tian'e Daojia, Haokang Zaijia, Qingxi Daojia and DaoWay. Japan, South Korea, Taiwan, Australia and Southeast Asia each have localized leaders with different combinations of employee-based delivery, marketplace matching, agency referral and franchise networks. This explains why the broad vendor pool is much larger than the core formal list used for competitive analysis.

Demand growth is supported by rising household time costs, higher service outsourcing willingness, rental turnover, aging populations, pet ownership, urban apartment living and app-based booking convenience. Mature markets tend to grow through price increases, recurring usage and premium service packages, while emerging markets grow through formalization, platform penetration and expansion of middle-class household spending. Official service-sector and labor-market data also confirm that cleaning remains a labor-intensive service category with substantial employment needs, meaning that revenue growth is closely linked to wage inflation, worker availability, compliance rules and local labor regulations.

Technology and service models are evolving from basic cleaner dispatch to standardized checklists, online booking, quality scores, background checks, route optimization, insurance guarantees, green cleaning and subscription-like repeat usage. Employee-based models offer stronger quality control but face higher fixed labor costs. Franchise networks scale efficiently through local operators but require strong brand and training systems. Managed marketplaces can improve matching efficiency and customer acquisition, but they face worker classification, quality assurance and customer protection challenges. The EU's platform work rules illustrate how regulation may reshape the operating model of digital home-service platforms by increasing attention to employment status, algorithmic management and platform responsibility.

LPI (LP Information)'s newest research report, the "Residential Cleaning Service Industry Forecast" looks at past sales and reviews total world Residential Cleaning Service sales in 2025, providing a comprehensive analysis by region and market sector of projected Residential Cleaning Service sales for 2026 through 2032. With Residential

Cleaning Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Residential Cleaning Service industry.

This Insight Report provides a comprehensive analysis of the global Residential Cleaning 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 Residential Cleaning Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Residential Cleaning Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Residential Cleaning 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 Residential Cleaning Service.

This report presents a comprehensive overview, market shares, and growth opportunities of Residential Cleaning Service market by product type, application, key players and key regions and countries.

Segmentation by Type:

Recurring Maintenance Cleaning

One-off Standard Cleaning

Segmentation by Service Scope:

Lead-based Composite Rubber Type

Tungsten-based Composite Material Type

Segmentation by Delivery Model:

Employee-based Direct Operations

Franchise Chain

Others

Segmentation by Application:

Standard Family Home

Apartment

Villa

Others

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.

Neighborly

ServiceMaster Brands

Haokang Zaijia

Qingxi Daojia

Tian?e Daojia

Urban Company Limited

Angi Inc.

The Cleaning Authority

The Maids International

Helping

MaidPro

Maid Brigade

Batmaid

Homeaglow

Justlife

Duskin Co.,Ltd.

Taskrabbitt

Two Maids

Bears Co., Ltd.

Fantastic Services

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