

The U.S. Carpet Cleaning Industry

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Abstracts

This Marketdata Enterprises study is a 5th edition update and in-depth analysis of the \$3.8 billion U.S. carpet & upholstery cleaning services sector. More than 40,000 mostly small companies are active in this mature and moderate growth business. Several large franchise organizations exist, but the top 9 franchise systems do not dominate—they are estimated to capture only 24% of industry receipts. The small independents may have actually held up better than the franchises during the recession. Carpet cleaners continue to diversify as consumers tightened their belts and the frequency of cleanings fell. At the same time, the share of total floor coverings by carpeting fell to an all-time low of 47%, as the housing market collapsed.

The study covers: industry revenues/growth from 1986-2015 forecast, impact of the recession, market segments (commercial, residential, disaster restoration), the market/competitors in carpet cleaning equipment, major trends and issues, factors affecting demand (residential construction activity, home environmental concerns, competing hard surface floor coverings), outlooks by consultants, trade groups and competitors, latest findings of trade journal surveys, and extensive operating ratios—national, state, and city, by company size, truckmount operations, industry profitability trends, etc.

Discussion of competition by large carpet mills, retailers, and the continued shift to alternative hard floor coverings (wood, tile, laminates) that reduce demand for carpeting. Rankings and in-depth profile and 2008-2010 revenues of all the top franchises and other competitors: Sears, Stanley Steemer, Chem-Dry, ServiceMaster Clean, ServPro, Duraclean, Heaven's Best, Rainbow Intl., MilliCare Commercial Carpet Care, and Professional Carpet Systems.

Contents

INTRODUCTION STUDY SCOPE, METHODOLOGY, SOURCES USED

NATURE OF THE BUSINESS HOW SERVICES OPERATE

Discussion of evolution of the industry, number of companies, average company size, typical services offered, specializations, franchises vs. independents, start-up costs

EXECUTIVE OVERVIEW & MAJOR FINDINGS (\$300)

Major report findings: highlights of all the chapters; Nature of the Business evolution of the industry, typical services offered, franchises vs. independents; Major issues affecting the industry, Impact of the recession, End-User Factors Affecting Demand For Carpet Cleaning (shift away from carpeting vs. hard surfaces), discussion of the drivers for the carpet cleaning industry, \$ Size & Growth Of The Industry – Census data and Marketdata estimates of industry receipts in 2009-2010, projections for 2011-2015; disaster restoration/other mkt. segments, Outlooks by industry consultants/competitors, Major Carpet Cleaning Franchises – domestic franchising trends, comparison of franchise fees and start-up costs, Major Operating Ratios of Carpet Cleaners – Findings of Cleanfax Magazine surveys, in-depth analysis of 2007 U.S. Census of Services Industries.

END-USER FACTORS AFFECTING DEMAND FOR CARPET CLEANING (\$250)

Discussion of the various market drivers for the carpet cleaning industry

Traditional carpet maintenance and a look at health concerns

An analysis of current construction trends; annual construction spending, housing starts, and the average size of new homes, scenario if we have a double dip recession

Analysis of the U.S. floor covering market; sales by type floor covering and market share

Recent trends in U.S. carpet industry factory shipments; mill value and square yards

A look at recent trends in U.S. carpet sales

Tables

TABLES:

EPA Carpet Cleaning Guidelines
U.S. Private Construction Spending: 1995 to 2011
Residential and Nonresidential Construction Spending as % of Total Private Construction
Annual Increase in New Housing Starts and Mortgage Rates, by region: 1980-2010
Square Footage of New Single Family Homes: 1990-2010
U.S. Floor Covering Market, Factory Sales: 2000 to 2010
U.S. Floor Covering Market Share: 2000 to 2009
Total Carpet Industry Mill Shipments, per person, mill \$ value: 1980 – 2009
Retail Area, Hand Made, Machine Made, & Washable Rug Sales: 1996-2010

SIZE & GROWTH OF THE INDUSTRY (\$300)

Discussion of industry receipts data from the U.S. Bureau of the Census, its accuracy and limitations, historical trends
Rationale for Marketdata's estimates of industry receipts
Industry outlooks: the perspectives of industry insiders (SEARS Carpet & Upholstery Care, Cleaning Consultant Services, Institute of IICRC)
Marketdata estimates and supporting rationale for industry receipts for 2009 & 2010
Marketdata projections and rationale for industry forecasts for 2011-2015
Market segments of the industry, estimates of the \$ size of the residential carpet, commercial carpet, and disaster restoration segments: 2010
Discussion/analysis of disaster restoration business, findings of ICS Magazine survey

TABLES:

U.S. Census Annual Receipts For Carpet and Upholstery Cleaners: 1987-2009
Marketdata Estimated Industry Receipts For Carpet Cleaners: 1986-2010
Projected Industry Receipts: 2011-2015
The Size Of The Carpet Cleaning Market Segments: 2010 (residential, commercial, disaster restoration, other services)

THE MARKET FOR CARPET CLEANING EQUIPMENT

Discussion of findings of Freedonia Group study Janitorial Equipment & Supplies to

2009

Marketdata's estimates and rationale of the size of the carpet cleaning market
Marketdata projections of the future demand for carpet cleaning equipment
A look at the top 10 producers of carpet cleaning equipment
Contact list for the top 10 producers of carpet cleaning equipment

TABLES:

Freedonia Estimates Of Carpet Cleaning Equipment Demand: 1994-2014
Marketdata Estimates Of Carpet Cleaning Equipment Demand: 1994-2004
Projected Demand For Carpet Cleaning Equipment: 2010-2015.
Largest Carpet Cleaning Equipment Manufacturers – address list.

THE MAJOR CARPET CLEANING FRANCHISES (\$400)

Analysis of the domestic franchising trends the top 10 franchisors
Discussion of the total number of domestic, Canadian, and foreign franchises and company owned units
Comparison of the initial franchise fee, franchise terms, minimum net worth and liquidity requirements; and total initial investment, for the top 10 franchisors

TABLES:

The 10 Top Carpet Cleaning Franchises, Ranked By No. of U.S. Franchises: 2002, 2005, 2007, 2010
Estimated systemwide revenues of top carpet cleaning franchises: 2002, 2005, 2010
Major Carpet Cleaning Franchises Total Number Of Units: 2002, 2005, 2007, 2010
Cost of the Top Carpet Cleaning Franchises: Initial Franchise fee, royalty on sales, Cash & net worth required, total investment costs: 2010, financing assistance, by company

PROFILES OF SOME LEADING CARPET CLEANING COMPANIES

(In-depth profiles including: company contact information; company history; number of domestic, Canadian, and foreign franchises; franchise terms, parent company financial statements & balance sheets for 2008-2010 when available, 2011 quarterly performance, for each of the following companies – information from latest UFOC):

Chem-Dry

Duraclean International

Heaven's Best

MilliCare Commercial Carpet Care
Professional Carpet Systems
Rainbow International Restoration & Cleaning
Sears Carpet & Upholstery Care Inc.
ServiceMaster Clean
Stanley Steemer Carpet Cleaner
Servpro Industries Inc.

ECONOMIC OPERATING RATIOS OF CARPET CLEANERS (\$400)

Summary of industry receipts, avg. receipts per establishment.

Major findings, averages, ratios of the Cleanfax "Carpet Cleaning Benchmarking Survey Report" and the Cleaning & Maintenance Management "Contract Cleaning Benchmarking Survey Report" (2010 & 2008 survey findings)

Findings of truckmount operations survey (ICS Magazine)

In-depth analysis of 2007 U.S. Census of Services Industries: total industry receipts; receipts by size of firm; revenues by source of receipts; legal form of organization; industry concentration ratios; single and multi unit operations; geographic analysis by state and standard metropolitan area

Analysis of industry profitability using industry composite financial statements

TABLES:

Carpet Cleaning No. of Firms, Establishments, \$ Receipts, No. of employees: 1992, 1997, 2002, 2007

Carpet Cleaning Industry Receipts, Annual Payroll and No. of Employees: 1992 to 2007

Carpet Cleaning Establishments: Average Receipts, Payroll, and Number of Employees per Establishment: 1992 to 2007

Receipts by Size of Firm: 2007, 2002, 1997, 1992

Receipts by Size of Establishment: 2007, 2002, 1997, 1992

Carpet Cleaning Industry, Sources of Receipts: 2007, 2002, 1997

Carpet Cleaning Services Establishments and Receipts, by Legal Form of Organization: 2007, 2002, 1997, 1992

Concentration Ratios, By Estab. Size: 2007, 2002, 1997, 1992

Ratios by Single Unit vs. Multiunit Firms: 2007, 2002, 1997, 1992

Carpet Cleaning Services, Ranked By Receipts, By State: 2007, 2002

Carpet Cleaning Services, Ranked By No. of Establishments By State: 2007, 2002

Carpet Cleaning Services, Ranked By No. of Estabs. for the 50 Largest Cities: 2007,

2002

Annual Statement Studies Common Size Balance Sheets: 2006-2010

Annual Statement Studies Common Size Income Statements: 2006-2010

Annual Statement Studies, Profit Margin Measures: 2006-2010.

REFERENCE DIRECTORY OF INDUSTRY TRADE ASSOCIATIONS, JOURNALS, CONSULTANTS, OTHER SOURCES

Address List of industry trade associations, trade journals, industry experts, special reports and surveys, government documents, all other sources used.

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