

# **Biodegradable Cleaning Products Market Forecasts to 2032 – Global Analysis By Product Type (All-purpose surface cleaners, Disinfectant sprays and wipes, Degreasers, Glass and window cleaners, Bathroom and toilet cleaners, Floor and tile cleaners, Dishwashing liquids, Laundry detergents, Fabric softeners and Carpet and upholstery cleaners), Composition, Packaging Format, Distribution Channel, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Biodegradable Cleaning Products Market is accounted for \$30.07 billion in 2025 and is expected to reach \$50.54 billion by 2032 growing at a CAGR of 7.7% during the forecast period. Biodegradable cleaning products are made from eco-friendly, plant-based ingredients that naturally decompose without harming the environment. Unlike conventional cleaners, they contain no toxic chemicals such as ammonia, chlorine, or artificial scents, ensuring safety for users and ecosystems. These sustainable alternatives deliver effective cleaning performance while reducing pollution and conserving biodiversity. Rising environmental consciousness and stricter regulations on chemical waste are fueling their popularity. Both households and industries are increasingly adopting biodegradable cleaning agents, prompting producers to develop advanced, green cleaning formulations that offer strong cleaning results with minimal ecological footprint, supporting a cleaner and healthier planet for future generations.

According to the U.S. Department of Agriculture (USDA) BioPreferred Program, over 3,000 cleaning products are certified as biobased, many of which are biodegradable.

The program promotes the use of renewable agricultural materials and has seen a steady rise in certified cleaning products, indicating strong market momentum.

### **Market Dynamics:**

#### Driver:

##### Rising environmental awareness

Increasing public concern about environmental degradation strongly supports the biodegradable cleaning products market. Consumers are now more informed about the ecological harm caused by traditional chemical cleaners, leading to a growing preference for natural and biodegradable options. Various government and NGO-led programs are spreading awareness about green living, pushing people toward products with eco-certifications. This awareness has fostered a culture of sustainability, motivating consumers to select cleaning products that decompose safely and minimize pollution. As the global movement for reducing carbon emissions gains traction, the demand for biodegradable cleaners continues to grow across both domestic and commercial cleaning applications.

#### Restraint:

##### Limited availability of raw materials

A key obstacle for the biodegradable cleaning products industry is the restricted supply of natural raw materials. The production of plant-based surfactants, essential oils, and biodegradable enzymes depends heavily on agriculture, which is subject to climatic and seasonal fluctuations. Inconsistent supply and high sourcing costs make it challenging for manufacturers to maintain stable production and pricing. Transportation issues and regional shortages further add to the problem. These supply constraints hinder product development and expansion, especially for small and mid-sized producers. The unpredictable availability of eco-friendly inputs limits market scalability and slows the wider adoption of biodegradable cleaning solutions worldwide.

#### Opportunity:

##### Growing demand for sustainable and green products

Rising environmental awareness is opening new growth avenues for the biodegradable

cleaning products market. More consumers now prioritize sustainability and favor products that minimize ecological damage. Millennials and urban households, in particular, prefer brands committed to reducing waste and promoting greener living. Manufacturers can seize this opportunity by offering certified biodegradable products and adopting eco-friendly packaging. The ongoing global shift toward circular economies and responsible consumption further supports this trend. With climate change concerns intensifying, the preference for biodegradable cleaning solutions is expected to accelerate across households, institutions, and industries seeking safer, cleaner, and more sustainable cleaning alternatives.

#### Threat:

##### Intense market competition

Strong market rivalry poses a major threat to the biodegradable cleaning products sector. Established global brands and emerging startups are aggressively competing through innovation, advertising, and pricing strategies. Conventional cleaning product companies expanding into the green segment add to this competitive intensity. Smaller businesses struggle to match the marketing budgets and supply chain efficiency of larger corporations. Brand recognition, consumer trust, and competitive pricing are now key determinants of success. As competition escalates, profit margins tighten and market entry becomes more difficult. This heightened rivalry could result in mergers, acquisitions, or the exit of smaller players from the biodegradable cleaning market.

#### **Covid-19 Impact:**

The COVID-19 outbreak had a notable impact on the biodegradable cleaning products market by emphasizing the importance of sanitation and hygiene. Both households and commercial establishments increased cleaning frequency to prevent virus spread, which boosted demand for cleaning agents. Consumers showed growing interest in biodegradable options due to their safety, non-toxic nature, and environmental friendliness. The pandemic also accelerated digital adoption, with online sales channels facilitating product availability. Despite temporary setbacks from supply chain disruptions and raw material shortages, the crisis underscored the value of sustainable cleaning solutions. Consequently, COVID-19 has created long-term prospects for the growth and adoption of eco-friendly cleaning products worldwide.

The all-purpose surface cleaners segment is expected to be the largest during the forecast period

The all-purpose surface cleaners segment is expected to account for the largest market share during the forecast period. Their widespread use in households and commercial spaces for cleaning countertops, floors, and other surfaces contributes to this dominance. The growing consumer preference for eco-friendly products, driven by concerns over health and environmental impact, has accelerated the adoption of biodegradable surface cleaners. These products offer effective cleaning without the use of harsh chemicals, aligning with the increasing demand for natural and sustainable alternatives. Consequently, the surface cleaners segment is experiencing significant growth, reflecting a shift towards more responsible and conscious consumer choices in cleaning products.

The individual consumers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the individual consumers segment is predicted to witness the highest growth rate. This trend is attributed to a surge in consumer awareness regarding environmental and health impacts of traditional cleaning agents. Consumers are increasingly choosing biodegradable products that are safe, effective, and eco-friendly. The convenience of online shopping has also contributed to the accessibility of these products, encouraging more individuals to make sustainable choices. As the preference for green products continues to rise, the individual consumers segment is poised to lead the market in terms of growth rate, reflecting a broader shift towards sustainable living practices.

### **Region with largest share:**

During the forecast period, the Asia Pacific region is expected to hold the largest market share. Its dominance stems from strong manufacturing infrastructure, high production output, and well-developed distribution channels. Key countries like China, India, and Japan play a central role in both producing and consuming these products. Rapid urbanization, expanding middle-class populations, and rising environmental awareness reinforce APAC's leadership. Additionally, supportive government regulations and the presence of major cleaning product companies make eco-friendly solutions widely available and cost-effective. These combined factors ensure that APAC holds the largest share of the market globally, contributing the most to both revenue and consumption.

### **Region with highest CAGR:**

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. This high CAGR is driven by growing environmental consciousness, higher disposable incomes, and the shift towards sustainable living among consumers. Rapidly developing cities in countries like India, China, and Southeast Asia are experiencing rising demand for safe, non-toxic cleaning solutions. The proliferation of online retail, modern stores, and eco-focused marketing campaigns enhances product availability. These factors signal substantial future growth potential, making APAC the most rapidly expanding region in the global biodegradable cleaning products market, even as it already maintains significant market share.

### **Key players in the market**

Some of the key players in Biodegradable Cleaning Products Market include The Clorox Company, Unilever PLC, Procter & Gamble, Henkel AG & Co. KGaA, Ecolab Inc., Seventh Generation, Inc., Earth Friendly Products, Inc., The Honest Company, Inc., Better Life Company, LLC, Diversey, LLC, Blueland, Ecochem, Koparo Clean, Bio-D Solutions and ECOS (Earth Friendly Products).

### **Key Developments:**

In July 2025, Henkel has announced the acquisition of South Africa-based Nordbak (Pty) Ltd, a specialist provider of maintenance, repair and overhaul solutions for mining, infrastructure and general industry. The company's broad product portfolio, established customer base and technical application know-how will expand Henkel's MRO offering in a strategically important and fast-growing regional market.

In June 2025, Unilever announced it has signed an agreement to acquire personal care brand Dr. Squatch from growth equity firm Summit Partners. This complementary acquisition marks another step in expanding Unilever's portfolio towards premium and high growth spaces.

In May 2025, Clorox Professional, a business unit of The Clorox Company and a long-standing leader in healthcare and commercial cleaning solutions, has announced a significant new agreement with Vizient, the largest provider-driven healthcare performance improvement company in the United States. The multi-year contract will see CloroxPro supply a comprehensive range of its trusted cleaning and disinfecting products to Vizient's extensive and diverse member base of hospitals and healthcare systems.

**Product Types Covered:**

All-purpose surface cleaners

Disinfectant sprays and wipes

Degreasers

Glass and window cleaners

Bathroom and toilet cleaners

Floor and tile cleaners

Dishwashing liquids

Laundry detergents

Fabric softeners

Carpet and upholstery cleaners

**Compositions Covered:**

Plant-based formulations

Enzyme-based cleaners

Alcohol-free solutions

Essential oil-infused products

Surfactant-free variants

Citrus-based formulations

Biodegradable synthetic blends

### Packaging Formats Covered:

- Refillable containers
- Concentrated pods/tablets
- Bulk packaging
- Single-use sachets
- Compostable pouches
- Glass bottles and aluminum cans

### Distribution Channels Covered:

- Supermarkets & hypermarkets
- Online retail platforms
- Specialty eco-stores
- Institutional and B2B supply
- Subscription-based delivery models

### Applications Covered:

- Household cleaning
- Commercial facility cleaning
- Industrial equipment cleaning
- Food service sanitation

Healthcare and clinical cleaning

Educational institution maintenance

#### End Users Covered:

Individual consumers

Hospitality operators

Healthcare administrators

School and university facilities managers

Corporate office procurement teams

Industrial plant managers

Government and municipal buyers

#### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

**What our report offers:**

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

**Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

**Company Profiling**

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

**Regional Segmentation**

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

**Competitive Benchmarking**

Benchmarking of key players based on product portfolio, geographical

presence, and strategic alliances

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