

Eco-Friendly Cleaning Products Market Forecasts to 2032 – Global Analysis By Product Type (Surface Cleaners, Dishwashing Agents, Laundry Detergents, Toilet Sanitation Products, Glass & Window Cleaners, Floor Maintenance Solutions and All-Purpose Cleaners), Form, Ingredient Source, Price Range, Distribution Channel, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Eco-Friendly Cleaning Products Market is accounted for \$13.54 billion in 2025 and is expected to reach \$28.11 billion by 2032 growing at a CAGR of 11.0% during the forecast period. Eco-friendly cleaning solutions are crafted with biodegradable, safe, and natural ingredients that protect the environment. Unlike conventional cleaning agents filled with toxic chemicals, these sustainable alternatives prevent pollution in air and water sources while being safer for people. They are often packaged in reusable or recyclable containers to minimize waste generation. Such products also safeguard marine ecosystems and improve indoor air quality, benefiting families and pets alike. Gentle yet effective, green cleaners support a toxin-free home and promote sustainability. Choosing these products allows individuals to reduce their ecological footprint and foster eco-conscious habits that encourage a cleaner, greener planet.

According to the U.S. Environmental Protection Agency (EPA), data from its Safer Choice program shows that over 2,000 products—including household cleaners—have been certified as safer for human health and the environment. This includes biodegradable, non-toxic, and low-VOC formulations that meet stringent criteria for

sustainability.

Market Dynamics:

Driver:

Rising environmental awareness

Increasing environmental consciousness and concern about climate degradation significantly propel the eco-friendly cleaning products market. Consumers today are more aware of how chemical-based cleaners damage ecosystems, contaminate water bodies, and release hazardous pollutants. This growing awareness is prompting a steady shift toward sustainable, biodegradable, and natural cleaning products. Government policies and NGO-led initiatives further educate people about the benefits of green cleaning habits. With sustainability becoming a global priority, manufacturers are responding by developing innovative, safe, and effective eco-friendly cleaning solutions. The alignment between consumer awareness and environmental responsibility continues to strengthen the market's growth trajectory worldwide.

Restraint:

High production and pricing costs

The eco-friendly cleaning products market faces a significant challenge due to elevated production and retail costs. Using natural, safe, and biodegradable ingredients is considerably more expensive than synthetic chemical alternatives. Moreover, eco-friendly packaging and sustainable manufacturing processes further increase overall costs. These factors make green cleaning products costlier for consumers, particularly in price-sensitive markets. Limited large-scale production also restricts cost reduction opportunities. Consequently, higher prices deter many buyers, giving traditional chemical-based brands a competitive edge. This economic barrier slows wider adoption and limits the market's expansion, even as awareness about sustainability and environmental protection continues to rise globally.

Opportunity:

Growing e-commerce and digital marketing channels

The e-commerce boom is unlocking new growth avenues for the eco-friendly cleaning

products market. Through online retail channels, sustainable brands can reach a wider customer base without depending on traditional stores. E-commerce also enables easy comparison of prices, product reviews, and ingredients, making it simpler for buyers to choose green alternatives. Moreover, digital marketing—especially via social media, eco-influencers, and targeted advertising—helps boost awareness and credibility. Subscription-based and direct-to-consumer sales strategies enhance customer convenience and brand loyalty. As online shopping continues to grow globally, eco-friendly product manufacturers have an excellent opportunity to expand visibility and engage with sustainability-focused consumers more effectively.

Threat:

Intense market competition

Growing competition poses a major threat to the eco-friendly cleaning products market. With sustainability becoming mainstream, many established and emerging brands are launching similar eco-friendly products, creating market saturation. This surge intensifies price competition and pressures smaller manufacturers with limited budgets. Larger corporations often gain an advantage through strong branding, wide distribution, and promotional campaigns, leaving lesser-known brands struggling for visibility. Additionally, traditional cleaning product companies are introducing their own “green” ranges, further crowding the space. Without clear product differentiation, innovation, and marketing strength, it becomes difficult for smaller businesses to survive and sustain profitability in this increasingly competitive marketplace.

Covid-19 Impact:

COVID-19 had a profound impact on the eco-friendly cleaning products market, creating both growth opportunities and operational challenges. As hygiene awareness soared during the pandemic, consumers increasingly sought safe, effective, and natural cleaning options. Concerns about chemical exposure encouraged many households to adopt eco-friendly products. At the same time, disruptions in logistics and shortages of natural ingredients hindered production and supply chains. To adapt, companies strengthened their online presence and emphasized product safety and sustainability in marketing campaigns. The pandemic ultimately accelerated the shift toward greener cleaning habits, boosting the market’s long-term potential and reinforcing the importance of health-conscious, sustainable choices.

The laundry detergents segment is expected to be the largest during the forecast period

The laundry detergents segment is expected to account for the largest market share during the forecast period because they are used routinely in every household. Consumers now favor environmentally safe, biodegradable, and plant-derived formulations that protect clothing, skin, and aquatic ecosystems. These green detergents avoid toxic ingredients such as phosphates and artificial scents, making them ideal for sensitive users. Rising concern about chemical contamination in water supplies further promotes their adoption. Additionally, manufacturers are introducing concentrated liquids, refillable packs, and allergy-friendly options to match modern lifestyle demands. The combination of high usage frequency, continuous innovation, and sustainability focus enables eco-friendly laundry detergents to maintain the largest market share.

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

Over the forecast period, the liquid segment is predicted to witness the highest growth rate, because of its ease of use, high performance, and broad applicability. Consumers favor liquid products since they mix quickly, clean effectively, and are suitable for multiple household uses. Many eco-friendly liquids now come in concentrated or refillable options, supporting waste reduction and sustainable lifestyles. They are widely used in laundry, dishwashing, and surface cleaning, making them versatile and efficient. Furthermore, manufacturers are adopting eco-packaging strategies like recyclable containers and low-plastic refills to enhance environmental appeal. The segment's flexibility, consumer convenience, and sustainable innovations contribute to its strong growth momentum.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by rising environmental awareness, strong purchasing power, and a growing preference for sustainable living. Consumers across the U.S. and Canada are actively replacing traditional cleaners with natural, non-toxic options to protect health and reduce pollution. Government initiatives promoting green labeling and sustainability, along with major retailers' eco-friendly product lines, have accelerated market expansion. Leading companies in the region focus on continuous innovation, advanced packaging, and effective marketing to meet consumer demand. The rapid growth of e-commerce and subscription services further boosts accessibility, solidifying North America's position as the largest and most mature market for eco-friendly cleaning solutions.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, supported by economic development, urban expansion, and increasing concern for health and sustainability. Consumers in nations such as India, China, Japan, and South Korea are embracing natural and chemical-free cleaning alternatives. Enhanced distribution networks, expanding supermarket chains, and the rapid rise of online retail platforms are boosting product availability. Government campaigns encouraging eco-friendly consumption and reduced plastic usage further strengthen this trend. The region's youthful, environmentally conscious population is also driving demand for innovative and affordable green products. Altogether, these factors make Asia-Pacific the region with the highest growth rate globally.

Key players in the market

Some of the key players in Eco-Friendly Cleaning Products Market include Ecochem, Born Good, Schevaran Laboratories Pvt. Ltd., Blueland, Eco Germ-O-Kill, The Better Home, GreenPledge Products Pvt. Ltd., Seventh Generation Inc., PureCult, Tropical Products Inc, Hygea Natural, ECOS, Formo Clean, CareClean and Koparo Clean.

Key Developments:

In May 2025, Blueland announced its expansion into Target stores across the country and online at Target.com. Blueland is entering 1,800+ doors with its powerful and 100 percent plastic-free cleaning tablets, bringing nine skus and spotlighting three bestselling products and new, exclusive scents.

In January 2025, Born Good has partnered with Zepto to embark on its quick commerce (q-com) journey. This collaboration enables the brand to meet customers where they are and offer faster access to its plant-based, eco-friendly home cleaning solutions. Shared on LinkedIn by Mohit Belani, Founder and Director of Born Good, the announcement highlighted the rapid success of this partnership.

Product Types Covered:

Surface Cleaners

Dishwashing Agents

Laundry Detergents

Toilet Sanitation Products

Glass & Window Cleaners

Floor Maintenance Solutions

All-Purpose Cleaners

Forms Covered:

Liquid

Powder

Gel

Tablets

Aerosol Spray

Ingredient Sources Covered:

Plant-based

Mineral-based

Bio-enzymatic

Price Ranges Covered:

Economy

Mid-range

Premium

Distribution Channels Covered:

Supermarkets/Hypermarkets

E-Commerce Platforms

Convenience Retailers

Specialty Organic Stores

Direct-to-Consumer

Applications Covered:

Household Use

Commercial Facilities

Industrial Operations

End Users Covered:

Hospitality Sector

Healthcare Institutions

Food & Beverage Industry

Educational Facilities

Government & Public Sector

Other End Users

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:

Eco-Friendly Cleaning Products Market Forecasts to 2032 – Global Analysis By Product Type (Surface Cleaners, D...

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

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL ECO-FRIENDLY CLEANING PRODUCTS MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Surface Cleaners
- 5.3 Dishwashing Agents
- 5.4 Laundry Detergents
- 5.5 Toilet Sanitation Products
- 5.6 Glass & Window Cleaners
- 5.7 Floor Maintenance Solutions
- 5.8 All-Purpose Cleaners

6 GLOBAL ECO-FRIENDLY CLEANING PRODUCTS MARKET, BY FORM

- 6.1 Introduction
- 6.2 Liquid
- 6.3 Powder
- 6.4 Gel
- 6.5 Tablets
- 6.6 Aerosol Spray

7 GLOBAL ECO-FRIENDLY CLEANING PRODUCTS MARKET, BY INGREDIENT SOURCE

- 7.1 Introduction
- 7.2 Plant-based
- 7.3 Mineral-based
- 7.4 Bio-enzymatic

8 GLOBAL ECO-FRIENDLY CLEANING PRODUCTS MARKET, BY PRICE RANGE

- 8.1 Introduction
- 8.2 Economy
- 8.3 Mid-range
- 8.4 Premium

9 GLOBAL ECO-FRIENDLY CLEANING PRODUCTS MARKET, BY DISTRIBUTION CHANNEL

- 9.1 Introduction
- 9.2 Supermarkets/Hypermarkets
- 9.3 E-Commerce Platforms
- 9.4 Convenience Retailers
- 9.5 Specialty Organic Stores
- 9.6 Direct-to-Consumer

10 GLOBAL ECO-FRIENDLY CLEANING PRODUCTS MARKET, BY APPLICATION

- 10.1 Introduction
- 10.2 Household Use
- 10.3 Commercial Facilities
- 10.4 Industrial Operations

11 GLOBAL ECO-FRIENDLY CLEANING PRODUCTS MARKET, BY END USER

- 11.1 Introduction
- 11.2 Hospitality Sector
- 11.3 Healthcare Institutions
- 11.4 Food & Beverage Industry
- 11.5 Educational Facilities
- 11.6 Government & Public Sector
- 11.7 Other End Users

12 GLOBAL ECO-FRIENDLY CLEANING PRODUCTS MARKET, BY GEOGRAPHY

- 12.1 Introduction
- 12.2 North America
 - 12.2.1 US
 - 12.2.2 Canada
 - 12.2.3 Mexico
- 12.3 Europe
 - 12.3.1 Germany
 - 12.3.2 UK
 - 12.3.3 Italy
 - 12.3.4 France
 - 12.3.5 Spain
 - 12.3.6 Rest of Europe
- 12.4 Asia Pacific

- 12.4.1 Japan
- 12.4.2 China
- 12.4.3 India
- 12.4.4 Australia
- 12.4.5 New Zealand
- 12.4.6 South Korea
- 12.4.7 Rest of Asia Pacific
- 12.5 South America
 - 12.5.1 Argentina
 - 12.5.2 Brazil
 - 12.5.3 Chile
 - 12.5.4 Rest of South America
- 12.6 Middle East & Africa
 - 12.6.1 Saudi Arabia
 - 12.6.2 UAE
 - 12.6.3 Qatar
 - 12.6.4 South Africa
 - 12.6.5 Rest of Middle East & Africa

13 KEY DEVELOPMENTS

- 13.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 13.2 Acquisitions & Mergers
- 13.3 New Product Launch
- 13.4 Expansions
- 13.5 Other Key Strategies

14 COMPANY PROFILING

- 14.1 Ecochem
- 14.2 Born Good
- 14.3 Schevaran Laboratories Pvt. Ltd.
- 14.4 Blueland
- 14.5 Eco Germ-O-Kill
- 14.6 The Better Home
- 14.7 GreenPledge Products Pvt. Ltd.
- 14.8 Seventh Generation Inc.
- 14.9 PureCult
- 14.10 Tropical Products Inc

14.11 Hygea Natural

14.12 ECOS

14.13 Formo Clean

14.14 CareClean

14.15 Koparo Clean

List Of Tables

LIST OF TABLES

Table 1 Global Eco-Friendly Cleaning Products Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Eco-Friendly Cleaning Products Market Outlook, By Product Type (2024-2032) (\$MN)

Table 3 Global Eco-Friendly Cleaning Products Market Outlook, By Surface Cleaners (2024-2032) (\$MN)

Table 4 Global Eco-Friendly Cleaning Products Market Outlook, By Dishwashing Agents (2024-2032) (\$MN)

Table 5 Global Eco-Friendly Cleaning Products Market Outlook, By Laundry Detergents (2024-2032) (\$MN)

Table 6 Global Eco-Friendly Cleaning Products Market Outlook, By Toilet Sanitation Products (2024-2032) (\$MN)

Table 7 Global Eco-Friendly Cleaning Products Market Outlook, By Glass & Window Cleaners (2024-2032) (\$MN)

Table 8 Global Eco-Friendly Cleaning Products Market Outlook, By Floor Maintenance Solutions (2024-2032) (\$MN)

Table 9 Global Eco-Friendly Cleaning Products Market Outlook, By All-Purpose Cleaners (2024-2032) (\$MN)

Table 10 Global Eco-Friendly Cleaning Products Market Outlook, By Form (2024-2032) (\$MN)

Table 11 Global Eco-Friendly Cleaning Products Market Outlook, By Liquid (2024-2032) (\$MN)

Table 12 Global Eco-Friendly Cleaning Products Market Outlook, By Powder (2024-2032) (\$MN)

Table 13 Global Eco-Friendly Cleaning Products Market Outlook, By Gel (2024-2032) (\$MN)

Table 14 Global Eco-Friendly Cleaning Products Market Outlook, By Tablets (2024-2032) (\$MN)

Table 15 Global Eco-Friendly Cleaning Products Market Outlook, By Aerosol Spray (2024-2032) (\$MN)

Table 16 Global Eco-Friendly Cleaning Products Market Outlook, By Ingredient Source (2024-2032) (\$MN)

Table 17 Global Eco-Friendly Cleaning Products Market Outlook, By Plant-based (2024-2032) (\$MN)

Table 18 Global Eco-Friendly Cleaning Products Market Outlook, By Mineral-based

(2024-2032) (\$MN)

Table 19 Global Eco-Friendly Cleaning Products Market Outlook, By Bio-enzymatic (2024-2032) (\$MN)

Table 20 Global Eco-Friendly Cleaning Products Market Outlook, By Price Range (2024-2032) (\$MN)

Table 21 Global Eco-Friendly Cleaning Products Market Outlook, By Economy (2024-2032) (\$MN)

Table 22 Global Eco-Friendly Cleaning Products Market Outlook, By Mid-range (2024-2032) (\$MN)

Table 23 Global Eco-Friendly Cleaning Products Market Outlook, By Premium (2024-2032) (\$MN)

Table 24 Global Eco-Friendly Cleaning Products Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 25 Global Eco-Friendly Cleaning Products Market Outlook, By Supermarkets/Hypermarkets (2024-2032) (\$MN)

Table 26 Global Eco-Friendly Cleaning Products Market Outlook, By E-Commerce Platforms (2024-2032) (\$MN)

Table 27 Global Eco-Friendly Cleaning Products Market Outlook, By Convenience Retailers (2024-2032) (\$MN)

Table 28 Global Eco-Friendly Cleaning Products Market Outlook, By Specialty Organic Stores (2024-2032) (\$MN)

Table 29 Global Eco-Friendly Cleaning Products Market Outlook, By Direct-to-Consumer (2024-2032) (\$MN)

Table 30 Global Eco-Friendly Cleaning Products Market Outlook, By Application (2024-2032) (\$MN)

Table 31 Global Eco-Friendly Cleaning Products Market Outlook, By Household Use (2024-2032) (\$MN)

Table 32 Global Eco-Friendly Cleaning Products Market Outlook, By Commercial Facilities (2024-2032) (\$MN)

Table 33 Global Eco-Friendly Cleaning Products Market Outlook, By Industrial Operations (2024-2032) (\$MN)

Table 34 Global Eco-Friendly Cleaning Products Market Outlook, By End User (2024-2032) (\$MN)

Table 35 Global Eco-Friendly Cleaning Products Market Outlook, By Hospitality Sector (2024-2032) (\$MN)

Table 36 Global Eco-Friendly Cleaning Products Market Outlook, By Healthcare Institutions (2024-2032) (\$MN)

Table 37 Global Eco-Friendly Cleaning Products Market Outlook, By Food & Beverage Industry (2024-2032) (\$MN)

Table 38 Global Eco-Friendly Cleaning Products Market Outlook, By Educational Facilities (2024-2032) (\$MN)

Table 39 Global Eco-Friendly Cleaning Products Market Outlook, By Government & Public Sector (2024-2032) (\$MN)

Table 40 Global Eco-Friendly Cleaning Products Market Outlook, By Other End Users (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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