

Laundry Market Forecasts to 2034 – Global Analysis By Service Type (Dry Cleaning, Laundry and Ironing and Other Service Types), Laundry Detergent (Powder Detergents, Liquid Detergents and Pods/Capsules), Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Laundry Market is accounted for \$90.0 billion in 2026 and is expected to reach \$158.2 billion by 2034 growing at a CAGR of 7.3% during the forecast period. Laundry refers to the washing of clothing and other textiles. It involves the removal of dirt, stains, and odours from fabrics to maintain hygiene and preserve the longevity of clothing. Laundry can be done through various methods, including hand washing, using a washing machine, or utilizing professional laundry services such as Laundromats or dry cleaners. Laundry products typically include detergents, fabric softeners, bleach, and stain removers.

According to the United States International Trade Commission (USITC), in 2017, more than 10,000 washing machine units were imported into the United States, wherein nearly 6,000 washing machine units were imported alone in the Cleveland District Ohio, the U.S.

Market Dynamics:

Driver:

Increasing population and urbanization

Urban lifestyles often entail busier schedules, creating a greater reliance on convenient laundry solutions. With urbanisation comes an increased concentration of residential

complexes, apartments, and communal living spaces, fostering a demand for communal laundry facilities or outsourced services. Furthermore, the demand for quick, user-friendly laundry solutions is growing along with urban areas, and the laundry market is a key player in satisfying these changing needs as urban residents look for time@@- @@and money-saving laundry solutions. Thereby, it will promote market growth.

Restraint:

Price sensitivity

Price sensitivity acts as a restraint in the laundry market as consumers, particularly in economically sensitive regions, prioritise cost-effective options. With a wide range of laundry products available, including generic and lower-cost alternatives, consumers may opt for budget-friendly choices over premium or eco-friendly options. This price-conscious behaviour limits the market's potential for higher-margin products, impacting market growth.

Opportunity:

Smart laundry appliances

With the rising adoption of smart home technologies, consumers seek connected solutions for convenience and efficiency. Smart washing machines and dryers equipped with internet connectivity and advanced features enable users to remotely control and monitor laundry cycles through mobile apps. Moreover, opportunities lie in developing appliances with innovative functions such as automated detergent dispensing, energy optimisation, and compatibility with voice-activated assistants. . As technology continues to evolve, the smart laundry appliance segment holds immense potential for market expansion.

Threat:

Counterfeit and substandard products

Counterfeit and substandard laundry products, often marketed deceptively as reputable brands, jeopardise consumer trust and satisfaction. Substandard formulations may lead to ineffective cleaning, potential fabric damage, and adverse health effects. The presence of such products undermines the reputation of genuine brands, hampers

market growth, and poses risks to consumer well-being.

Covid-19 Impact

The COVID-19 pandemic significantly impacted the laundry market as lockdowns and hygiene concerns altered consumer behaviours. While home laundry product sales surged due to an increased focus on cleanliness, commercial laundry services faced challenges with reduced demand from sectors like hospitality. Social distancing measures led to a rise in remote work, impacting uniform cleaning services. The market also witnessed shifts towards eco-friendly and antimicrobial products. Supply chain disruptions affected product availability.

The dry cleaning segment is expected to be the largest during the forecast period

The dry cleaning segment is estimated to hold the largest share. It involves cleaning fabrics and garments using a chemical solvent, typically perchloroethylene. Unlike traditional laundering, dry cleaning is suitable for delicate fabrics or items that cannot withstand water. This process effectively removes stains, dirt, and odours without causing shrinkage or damage. Moreover, dry cleaning services are commonly utilised for formal wear, business attire, and garments with intricate details. The industry is characterised by professional dry cleaners offering convenient solutions for consumers who require meticulous fabric care.

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

The commercial segment is anticipated to have lucrative growth during the forecast period. Commercial laundries refer to laundry services catering to businesses, institutions, and industries with large-scale laundering needs. These laundries use industrial-grade equipment to handle substantial volumes of linens, uniforms, and textiles efficiently. These services offer professional cleaning, folding, and sometimes even delivery. Furthermore, it plays a crucial role in maintaining hygiene standards, ensuring the durability of textiles, and meeting the demands of diverse sectors with specialised laundering needs on a mass scale.

Region with largest share:

Asia Pacific commanded the largest market share during the extrapolated period due to increasing urbanisation, rising disposable incomes, and changing consumer lifestyles.

The demand for laundry detergents, fabric softeners, and innovative laundry appliances is on the rise. Key players, both global and local, are actively expanding their presence in this region, catering to diverse consumer preferences. Additionally, with a large and diverse population, the Asia-Pacific laundry market presents significant opportunities for manufacturers and service providers to meet the evolving needs of the expanding consumer base.

Region with highest CAGR:

North America is expected to witness profitable growth over the projection period. The region's consumers prioritise efficiency, convenience, and environmentally conscious choices. Online laundry services are gaining popularity, contributing to the evolving landscape. With a well-established infrastructure and consumer awareness, the North American laundry market continues to witness steady growth and adaptation to changing consumer preferences and industry trends.

Key players in the market

Some of the key players in the Laundry Market include Whirlpool Corporation, Samsung Electronics Co., Ltd., LG Electronics Inc., Ecolab Inc., Kao Corporation, Henkel AG & Co. KGaA, Procter & Gamble Co., Jon-Don LLC., Maytag, Electrolux Group, Miller Laundry Systems Inc., Girbau North America Inc., GE Appliances, DEXTER LAUNDRY, WASHCO, Rinse, Inc. and Alliance Laundry Systems LLC.

Key Developments:

In March 2022, Rinse Inc. launched itself in New York City with the acquisition of FlyCleaners. FlyCleaners offers local on-demand pickup and delivery services for dry-cleaning and laundry via a mobile application.

In April 2021, Alliance Laundry Systems acquired the distribution assets of Chicago-based D&M Equipment Co. D&M is one of the top distributors of laundromat equipment in the Midwest.

In May 2021, Rinse Inc. had acquired ButlerBox, a Los Angeles-based dry cleaning and laundry provider specializing in locker-based service with multifamily and commercial office partners.

Service Types Covered:

Dry Cleaning

Laundry and Ironing

Other Service Types

Laundry Detergents Covered:

Powder Detergents

Liquid Detergents

Pods/Capsules

Distribution Channels Covered:

Offline Laundries

Online Laundries

End Users Covered:

Residential

Commercial

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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- 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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