

# **Local Laundry & Dry-Cleaning Apps Market Forecasts to 2032 – Global Analysis By Service Type (On-Demand Laundry, Ironing/Pressing Services, Dry-Cleaning Services, Specialty Garment Care, Wash & Fold Services), App Type, User Type, Pricing Model, Technology and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Local Laundry & Dry-Cleaning Apps Market is accounted for \$84.1 billion in 2025 and is expected to reach \$138.6 billion by 2032 growing at a CAGR of 7.4% during the forecast period. Local Laundry & Dry-Cleaning Apps are digital platforms designed to connect consumers with nearby laundry and dry-cleaning service providers, streamlining the traditionally time-consuming chore of garment care. These apps allow users to schedule pickups and deliveries, track the cleaning process in real-time, make secure payments, and access special services like stain removal, tailoring, or eco-friendly cleaning. By leveraging location-based technology, they reduce turnaround time and enhance convenience, bridging the gap between local businesses and customers. They cater to both everyday laundry needs and premium garment care, transforming an essential household task into a seamless, efficient, and user-friendly experience.

Market Dynamics:

Driver:

Urbanization & busy lifestyles

The rise of urbanization and increasingly busy lifestyles is a major driver for the Global

**Local Laundry & Dry-Cleaning Apps Market.** As city populations expand and work-life pressures intensify, consumers are seeking convenient, time-saving solutions for routine tasks like laundry and garment care. Local laundry and dry-cleaning apps address this demand by providing doorstep pickup and delivery, real-time tracking, and flexible scheduling, enabling users to manage chores efficiently without disrupting their daily routines, thereby boosting adoption and market growth.

**Restraint:**

**High operational costs**

High operational costs present a significant restraint to the growth of the Local Laundry & Dry-Cleaning Apps Market. Managing logistics for pickups and deliveries, maintaining service quality, and integrating technology platforms require substantial investment. Additionally, costs related to skilled labor, eco-friendly cleaning methods, and maintaining customer service standards add to the financial burden. These factors can limit expansion, deter smaller service providers from entering the market, and pose challenges for startups attempting to scale their operations in competitive urban areas.

**Opportunity:**

**Digital adoption**

Rapid digital adoption presents a lucrative opportunity for the market. Increased smartphone penetration, internet accessibility, and consumer comfort with app-based services are driving demand for digital solutions in everyday chores. By integrating features like real-time tracking, cashless payments, loyalty programs, and personalized notifications, apps can enhance customer engagement and retention. Expanding digital infrastructure allows service providers to reach a wider audience, optimize operations, and introduce innovative offerings, positioning digital adoption as a key growth catalyst in the evolving laundry and dry-cleaning ecosystem.

**Threat:**

**Regulatory hurdles**

Regulatory hurdles pose a critical threat to the market. Compliance with local labor laws, environmental regulations, and waste management policies can increase operational complexity and costs for service providers. Variations in regional legal

frameworks regarding chemical usage, health, and safety standards add additional challenges, potentially slowing market expansion. Companies may face fines or operational restrictions if standards are not met. Navigating these regulations while maintaining efficiency and profitability requires careful planning, making regulatory hurdles a persistent threat to market growth.

#### Covid-19 Impact:

The Covid-19 pandemic significantly impacted the market by altering consumer behavior and accelerating the adoption of contactless services. With social distancing norms and heightened hygiene awareness, demand for home pickup and delivery surged. Service providers rapidly integrated safety protocols, online payments, and digital scheduling to meet customer expectations. While initial lockdowns disrupted operations, the crisis ultimately catalyzed growth by promoting convenience-focused solutions, increasing reliance on digital platforms, and establishing a long-term shift toward app-based laundry and dry-cleaning services globally.

The healthcare facilities segment is expected to be the largest during the forecast period

The healthcare facilities segment is expected to account for the largest market share during the forecast period as hospitals, clinics, and laboratories require frequent, high-volume cleaning of uniforms, linens, and specialty garments, making reliable, app-enabled services essential. These platforms ensure timely pickups and strict adherence to sterilization protocols. The integration of real-time tracking, automated scheduling, and delivery options enhances operational efficiency, reduces infection risks, and supports healthcare staff in managing critical garments effectively, driving substantial demand in this segment.

The per garment pricing segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the per garment pricing segment is predicted to witness the highest growth rate, due to customer preference for transparent and flexible billing. Consumers favor paying based on individual garment types rather than bulk packages, allowing them to manage costs efficiently. Local laundry and dry-cleaning apps leverage this model by offering tailored pricing for different fabrics and garment complexities. This approach increases accessibility, encourages frequent usage, and attracts price-conscious users, enabling service providers to expand their customer base and capture

higher growth rates in competitive urban markets.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rapid urbanization, rising disposable incomes, and expanding middle-class populations are driving demand for convenient laundry services. High smartphone penetration and growing awareness of hygiene and eco-friendly cleaning practices further support app adoption. Additionally, increasing numbers of commercial establishments, such as hotels and hospitals, contribute to high service volumes. The region's diverse population and dynamic urban centers make it a significant hub for market growth and technological integration.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to increasingly prioritizes convenience, time efficiency, and digital solutions for household chores. Advanced technological infrastructure, widespread app usage, and strong logistics networks support seamless pickup and delivery services. Moreover, rising demand for eco-friendly cleaning options and premium garment care is boosting app adoption. Innovation-driven business models and a tech-savvy consumer base position North America for rapid market expansion, reflecting sustained high growth throughout the forecast period.

Key players in the market

Some of the key players in Local Laundry & Dry-Cleaning Apps Market include Cleanly, Hamperapp, Rinse, Laundryheap, Laundrapp, DhobiLite, Zipjet, Wassup Laundry, FlyCleaners, Edaixi, WashClub, Aramark, Mulberrys Garment Care, TaskRabbit and DRYV.

Key Developments:

In June 2025, ZIPS Cleaners, has formed a partnership with Mulberrys Garment Care to expand premium garment care services across the United States. Under this agreement, VDA becomes the exclusive developer of Mulberrys franchise locations nationwide, enabling Mulberrys to bring its boutique-style, high-touch dry cleaning, laundry, tailoring and specialty garment care including eco-friendly, toxin-free cleaning with upscale packaging, wooden hangers and attention to detail to new markets starting

with the Baltimore/Washington, D.C. area.the latter's

In May 2025, Mulberrys Garment Care is launching a new branch in McLean, Virginia, introducing its signature luxury?style garment care services to this community, offering residents a refined alternative to standard dry?cleaning, complete with eco?friendly, toxin?free cleaning and a “high?touch,” boutique?inspired experience.

#### Service Types Covered:

On-Demand Laundry

Ironing/Pressing Services

Dry-Cleaning Services

Specialty Garment Care

Wash & Fold Services

#### App Types Covered:

Aggregator Platforms

Pay-Per-Use Apps

Single-Service Provider Apps

Subscription-Based Apps

#### User Types Covered:

Individual Consumers

Healthcare Facilities

Corporate Clients

## Hotels & Hospitality

### Pricing Models Covered:

Flat Rate

Subscription Packages

Per Garment Pricing

Premium/Express Services

### Technologies Covered:

AI & Automation

Cloud-Based Management

GPS & Real-Time Tracking

IoT-Enabled Smart Devices

Digital Payment Solutions

### 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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