

On-Demand Laundry & Cleaning Tech Market Forecasts to 2032 – Global Analysis By Type (Laundry, Dry Cleaning, and Duvet Clean), Laundry Item, Service Type, End User By Geography

<https://marketpublishers.com/r/OAAE38350A63EN.html>

Date: October 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: OAAE38350A63EN

Abstracts

According to Statistics MRC, the Global On-Demand Laundry & Cleaning Tech Market is accounted for \$24.6 billion in 2025 and is expected to reach \$46.5 billion by 2032 growing at a CAGR of 9.5% during the forecast period. On-Demand Laundry & Cleaning Tech is a service model that uses a digital platform to schedule and manage garment care. Consumers request pick-up and delivery of laundry, dry cleaning, or other fabric items through a mobile application or website. The service logistics are managed via a centralized system that coordinates the collection, cleaning, and return process. This model integrates technology with professional cleaning facilities to provide a convenient, streamlined solution for maintaining personal and household textiles without direct consumer effort.

According to McKinsey Digital Insights, the on-demand laundry and cleaning sector is expanding rapidly as urban consumers prioritize convenience, app-based booking, and eco-efficient service models.

Market Dynamics:

Driver:

Increased reliance on mobile service platforms

Increased reliance on mobile service platforms has significantly transformed the On-Demand Laundry & Cleaning Tech Market, enabling consumers to schedule, track, and

pay for laundry and cleaning services seamlessly via smartphones. The adoption of app-based platforms has streamlined operational workflows for providers and enhanced convenience for urban households. The integration of automated scheduling, real-time updates, and cashless payment systems has made on-demand services more accessible, efficient, and reliable, creating a robust platform for rapid market expansion across global urban centers.

Restraint:

Dependence on local vendor reliability

Dependence on local vendor reliability remains a critical restraint for the On-Demand Laundry & Cleaning Tech Market, as inconsistent service quality or operational inefficiencies can impact customer satisfaction. Variability in vendor capacity, delivery timelines, and adherence to hygiene standards can hinder platform reputation and adoption. Managing a decentralized network of service providers requires rigorous quality control and standardized protocols. This dependence introduces operational complexity and limits scalability, particularly in regions with fragmented or underdeveloped service ecosystems.

Opportunity:

Expansion into corporate cleaning partnerships

Expansion into corporate cleaning partnerships presents a significant growth opportunity for the On-Demand Laundry & Cleaning Tech Market. Collaborating with offices, co-working spaces, hotels, and retail establishments allows platforms to diversify revenue streams beyond individual consumers. Corporate contracts provide predictable, high-volume service demand, enabling providers to optimize logistics and scale operations efficiently. Additionally, integrating these services with employee wellness programs and sustainability initiatives can enhance brand credibility, making B2B partnerships a strategic avenue for market penetration and long-term growth.

Threat:

Cybersecurity risks in payment platforms

Cybersecurity risks in payment platforms pose a notable threat to the On-Demand Laundry & Cleaning Tech Market. As transactions increasingly move online, platforms

face potential data breaches, financial fraud, and unauthorized access to sensitive customer information. Such incidents can undermine consumer trust, affect service adoption, and result in legal or regulatory repercussions. Ensuring robust encryption, multi-factor authentication, and compliance with data protection laws is essential. Failure to mitigate these threats can negatively impact reputation and restrict market expansion.

Covid-19 Impact:

The Covid-19 pandemic accelerated demand for contactless On-Demand Laundry & Cleaning Tech services due to heightened hygiene awareness and social distancing measures. Consumers increasingly relied on mobile platforms to manage household chores without direct interaction. Providers adapted by implementing digital ordering, no-contact pickups, and sanitized delivery protocols. However, temporary disruptions in logistics and labor availability posed operational challenges. Overall, Covid-19 emphasized the necessity for resilient, technology-enabled service models, further solidifying the market's relevance in both urban and semi-urban environments.

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

The laundry segment is expected to be the largest during the forecast period, driven by consistent household demand, growing urban populations, and increasing reliance on mobile-enabled services. This segment includes dry cleaning, washing, and ironing services, which remain essential daily activities. App-based platforms enable streamlined service requests, automated scheduling, and real-time tracking. The combination of convenience, operational efficiency, and recurring demand positions laundry services as the primary revenue contributor within the On-Demand Laundry & Cleaning Tech Market over the coming years.

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

Over the forecast period, the casual wear segment is predicted to witness the highest growth rate, propelled by rising demand for regular clothing maintenance, urban lifestyle changes, and the popularity of work-from-home and casual dress codes. Quick turnaround services and app-enabled scheduling appeal to consumers seeking convenience. Casual wear represents high-volume, repeatable service opportunities, allowing providers to optimize logistics and inventory handling. This growth is further supported by increasing digital adoption and brand-specific loyalty programs integrated

into on-demand platforms.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, attributed to rapid urbanization, rising dual-income households, and increasing adoption of mobile service platforms. Countries like China, India, and Japan have dense urban populations with high digital connectivity, enabling widespread use of app-based laundry and cleaning services. Additionally, expanding e-commerce infrastructure, growing disposable income, and evolving lifestyle preferences contribute to significant market penetration in this region, establishing it as a dominant contributor to global revenue.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, associated with strong technological infrastructure, high smartphone penetration, and mature digital payment systems. Urban consumers in the United States and Canada increasingly prioritize convenience and time efficiency, driving adoption of on-demand laundry and cleaning platforms. Integration with smart home ecosystems and corporate partnerships further accelerates growth. This combination of technology readiness and consumer behavior positions North America as the fastest-growing regional market for on-demand cleaning services.

Key players in the market

Some of the key players in On-Demand Laundry & Cleaning Tech Market include Rinse, FlyCleaners, Laundryheap, Cleanly, Washio, Poplin, SudShare, DhobiLite, PML Solutions, Laundry Luxe, Tide Cleaners, Cleanly (formerly Laundry Locker), Jeeves, Mr. Jeff, Laundry Butler, Washlava, Laundry Center, and Zipjet.

Key Developments:

In August 2025, Rinse launched its new 'FabricCare AI' platform, a system designed to digitally sort and recommend optimal cleaning methods for mixed fabric orders, ensuring precise treatment for each garment type.

In July 2025, Tide Cleaners introduced its 'Cleaners Hub' network, a technology platform that consolidates orders from multiple urban drop-off points for centralized,

industrial-grade processing, streamlining logistics and improving turnaround times.

In June 2025, Laundryheap announced a 'Make in the UAE' expansion of its automated processing facilities to support the rapid growth of its on-demand laundry and dry-cleaning services across the Gulf region.

Types Covered:

Laundry

Dry Cleaning

Duvet Clean

Laundry Items Covered:

Casual Wear

Bedding

Robes

Hang Dry Items

Suits

Coats & Blazers

Service Types Covered:

General Washing

Wash & Fold

Dry Cleaning

Ironing Services

Delivery Services

End Users Covered:

Residential

Commercial

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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