

# **Online Laundry Service Market Forecasts to 2030 – Global Analysis By Service Type (Wash and Fold, Dry Cleaning, Ironing and Pressing, Pickup and Delivery Services, Duvet Clean and Other Service Types), Business Model, Delivery Mode, Payment Model, Technology, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Online Laundry Service Market is accounted for \$33.68 billion in 2024 and is expected to reach \$103.12 billion by 2030 growing at a CAGR of 20.5% during the forecast period. An online laundry service is a digital platform that lets users schedule laundry pickup, cleaning, and delivery via a mobile app or website. It provides convenience by offering services such as washing, drying, folding, ironing, and dry cleaning. These services are typically offered with home or office pick-up and delivery, making it easier for individuals and businesses to manage their laundry needs without visiting a physical laundromat, improving efficiency and saving time.

According to Lodging Econometrics, in 2024, in the U.S., there were around 6,065 hotels under construction, 2,041 hotels for renovations, and around 661 hotels will open by the end of 2024.

Market Dynamics:

Driver:

Growing disposable income

Convenience-driven services are becoming more and more popular as people's incomes rise, especially in emerging markets. Online laundry services provide customers looking for convenience and luxury in their hectic life by providing time-saving options like home pick-up and delivery. Customers are more prepared to pay for high-end services like eco-friendly washing, quick turnaround times, and specialist clothing care as their disposable incomes rise. This tendency is particularly noticeable in cities, where laundry services are a vital and sought-after convenience due to both personal and professional demands, which further propels market expansion.

Restraint:

High operational costs

The logistics of pickup and delivery, which necessitate a fleet of vehicles and effective route planning to guarantee on-time service, are the main source of high operating costs. Additionally, it costs more to maintain quality control in large-scale operations, particularly when working with delicate fabrics. Operating costs are also raised by investments in technology for customer service, payment systems, and user-friendly platforms. Additionally, maintaining laundry facilities which include personnel, dryers, and washing machines contributes to continuous expenses. Online laundry businesses must therefore carefully strike a balance between competitive pricing and operating costs in order to retain profitability while satisfying client expectations.

Opportunity:

Increasing demand from commercial sectors

The online laundry service business is expanding due of the growing demand from commercial sectors. To effectively manage their daily operations, establishments like hotels, restaurants, gyms, hospitals, and workplaces need reliable, high-volume washing services. There is a constant need for professional laundry services because these industries frequently require specialized laundry care, such as linens, uniforms, towels, and medical clothing. Online platforms ease the workload for in-house employees by facilitating the scheduling of pickups and deliveries for enterprises. The demand for scalable, dependable, and time-efficient laundry solutions has increased as these sectors expand, especially in metropolitan areas, which has further boosted the market for online laundry services.

Threat:

## Limited availability in rural areas

Most online laundry services are concentrated in urban and densely populated regions, where demand is higher due to busy lifestyles and a larger customer base. In rural areas, lower population density, logistical challenges, and less access to advanced technology make it difficult for service providers to establish a profitable business model. Additionally, the cost of expanding operations to these areas, including transportation and infrastructure investments, can be prohibitively high. As a result, many rural consumers lack access to the convenience of online laundry services, limiting market growth in these regions.

## Covid-19 Impact

The COVID-19 pandemic significantly impacted the online laundry service market, accelerating its growth as consumers sought contactless and convenient solutions. With lockdowns and social distancing measures in place, people turned to online services for home pick-up and delivery, reducing the need for visits to physical laundromats. Additionally, heightened hygiene awareness drove demand for disinfected and sanitized laundry. Despite early difficulties, the pandemic promoted long-term behavioural changes that accelerated the uptake of online washing services as a necessary convenience.

The IoT-enabled segment is expected to be the largest during the forecast period

The IoT-enabled segment is estimated to be the largest, due to the increasing consumer demand for convenience, automation, and personalized services. IoT integration enhances operational efficiency by enabling real-time tracking, smart inventory management, and predictive maintenance of machines. Consumers are increasingly seeking time-saving, seamless experiences, and the ability to track their laundry status via mobile apps. Additionally, the rise of smart homes and connected devices contributes to the market's expansion, providing greater flexibility and service personalization.

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

The hospitality segment is anticipated to witness the highest CAGR during the forecast period, as hotels, resorts, and service apartments require consistent, high-quality

laundry solutions for guest satisfaction. With rising customer expectations for cleanliness and convenience, IoT-enabled laundry services provide efficient solutions such as real-time tracking, quick turnarounds, and automation for improved operational efficiency. The need for large-scale, reliable laundry operations in the hospitality sector, coupled with a focus on sustainability and quality control, further accelerates the growth of online laundry services in this space.

Region with largest share:

Asia Pacific is expected to have the largest market share during the forecast period due to rapid urbanization, changing lifestyles, and increased disposable incomes. As consumers seek convenience and time-saving solutions, online platforms offer on-demand laundry services with enhanced features like real-time tracking and doorstep delivery. The growing adoption of smartphones and digital payment systems further fuels market growth. Additionally, rising environmental awareness encourages eco-friendly laundry solutions, while the expanding middle class in countries like India and China boosts demand for convenient laundry options.

Region with highest CAGR:

During the forecast period, the North America region is anticipated to register the highest CAGR, owing to the increasing demand for convenience, time-saving solutions, and technological advancements. Busy lifestyles, especially in urban areas, fuel the need for on-demand laundry services with features like real-time tracking and flexible delivery options. The rise of smartphone usage and digital payment methods further accelerates market growth. Further bolstering the growth of the online laundry service industry in North America is the increased consumer awareness of eco-friendly practices and sustainable washing solutions.

Key players in the market

Some of the key players profiled in the Online Laundry Service Market include Laundrapp, Cleanly, Rinse, Tidy, LaundroMate, Washmen, Zooty, Dryv, MaidThis Laundry, The Laundry Room, Hamperapp, Laundryheap, Pressing Matters, Mr Jeff, Sudsies Dry Cleaners, Clean Conscience, Laundry Locker, and Ola Laundry.

Key Developments:

In July 2023, Laundryheap expanded its operations in the U.S. with new service

offerings in key cities like New York and Los Angeles. This expansion also included new app features for real-time tracking and customizable delivery options.

In June 2023, Tidy launched a new on-demand service, 'Tidy Go,' in Canada, allowing users to schedule laundry pickups and deliveries in under an hour through their mobile app. This service also integrates AI to predict and optimize laundry routes for better efficiency.

In February 2023, Cleanly introduced a new subscription model offering unlimited laundry pickups and deliveries for a fixed monthly fee. The service also introduced green cleaning options to cater to environmentally conscious consumers.

#### Service Types Covered:

Wash and Fold

Dry Cleaning

Ironing and Pressing

Pickup and Delivery Services

Duvet Clean

Other Service Types

#### Business Models Covered:

Business to Consumer (B2C)

Business to Business (B2B)

#### Delivery Modes Covered:

Standard Delivery

Express Delivery

Payment Models Covered:

Subscription-Based

Pay-per-Service

Technologies Covered:

Mobile App-Based

IoT-Enabled

Website-Based

End Users Covered:

Commercial

Residential

Industrial

Healthcare

Hospitality

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 2022, 2023, 2024, 2026, and 2030
- 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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