

# **Sustainable & Green Cleaning Chemical Formulations Market Forecasts to 2032 - Global Analysis By Product Type (General Surface Cleaners, Laundry Detergents, Dishwashing Products, Bathroom & Glass Cleaners and Industrial & Commercial Cleaning Agents), Ingredient Type, Distribution Channel, Application and By Geography**

<https://marketpublishers.com/r/S6EB09E57591EN.html>

Date: January 2026

Pages: 200

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

ID: S6EB09E57591EN

## **Abstracts**

According to Statistics MRC, the Global Sustainable & Green Cleaning Chemical Formulations Market is accounted for \$16.50 billion in 2025 and is expected to reach \$32.15 billion by 2032 growing at a CAGR of 10.0% during the forecast period. Green and sustainable cleaning chemical formulations are transforming the cleaning sector by emphasizing environmentally friendly, non-toxic, and biodegradable components that lessen ecological harm. These alternatives substitute conventional aggressive chemicals with natural surfactants, enzymes, and plant-derived solvents, promoting safety for humans and nature alike. They play a crucial role in decreasing water contamination, chemical waste, and carbon emissions while delivering high cleaning efficiency. Rising consumer environmental consciousness, strict regulatory standards, and corporate sustainability goals are accelerating the uptake of these eco-conscious products in homes, businesses, and industries. The market is evolving with innovative, concentrated, refillable, and multi-use solutions that support circular economy initiatives and environmentally responsible practices.

According to the U.S. Environmental Protection Agency (EPA), more than 2,000 cleaning products have been certified under the Safer Choice program, which ensures formulations use safer chemical ingredients without sacrificing performance.

## **Market Dynamics:**

### **Driver:**

#### **Rising environmental awareness**

Growing environmental awareness among individuals and organizations significantly fuels the sustainable and green cleaning chemical formulations market. Consumers recognize the damaging impact of traditional cleaning agents on ecosystems, including water, soil, and air, driving preference for eco-friendly substitutes. Companies are responding by adopting greener manufacturing methods and sustainable supply chains to meet market expectations. Media coverage, social platforms, and educational initiatives further heighten public consciousness about eco-preservation. Consequently, the adoption of biodegradable, non-toxic, and plant-derived cleaning chemicals is increasing across households, commercial facilities, and industrial operations worldwide, reflecting a consistent global shift toward environmentally responsible cleaning practices.

### **Restraint:**

#### **High production costs**

The sustainable and green cleaning chemical market faces a significant challenge due to high production expenses. Eco-friendly ingredients, such as biodegradable and plant-based compounds, often involve costly sourcing, processing, and stringent quality checks compared to conventional chemicals. Advanced formulation techniques, enzyme-based solutions, and eco-certification requirements further increase manufacturing costs. These expenses are usually reflected in higher retail prices, which can restrict adoption in cost-sensitive regions. Although consumer interest in green cleaning products is rising, elevated pricing continues to act as a market barrier. This financial constraint limits both manufacturer production capacity and end-user accessibility, potentially slowing overall market expansion despite growing environmental consciousness.

### **Opportunity:**

#### **Growing demand for eco-friendly industrial cleaning**

Demand for eco-friendly cleaning products is rising across industrial sectors such as

manufacturing, healthcare, hospitality, and food processing. Organizations are motivated to adopt green solutions to comply with environmental regulations, ensure employee safety, and minimize ecological impact. Awareness of chemical hazards and sustainability objectives is prompting industries to seek biodegradable, non-toxic, and high-performance cleaning agents. This shift offers manufacturer's opportunities to create specialized formulations designed for industrial applications, providing effective yet environmentally safe alternatives. Focusing on these markets allows companies to grow their customer base, establish strategic partnerships, and enhance brand credibility, positioning themselves as key players in the expanding sustainable and green cleaning chemical formulations industry.

#### Threat:

##### Intense competition from conventional cleaning products

The green cleaning chemical industry is threatened by competition from traditional cleaning products, which are often more accessible and affordable. Established conventional brands, backed by extensive distribution channels and loyal customer bases, can overshadow eco-friendly alternatives. Price-conscious consumers in certain regions may continue to choose conventional cleaners, reducing the adoption of sustainable products. This competitive environment limits market share, compelling green product manufacturers to invest in marketing, consumer education, and differentiation strategies. The dominance of conventional products can slow growth, affect profit margins, and create barriers for companies seeking to expand eco-friendly cleaning chemical offerings. Overcoming this threat is critical for long-term sustainability in the market.

#### **Covid-19 Impact:**

The Covid-19 outbreak had a profound impact on the green and sustainable cleaning chemical market, driving heightened focus on hygiene, health, and sanitation. The need for disinfecting products rose sharply in homes, workplaces, and medical facilities, leading manufacturers to expand capacity and develop innovative formulations. Consumers increasingly preferred biodegradable, non-toxic cleaners that ensured safety alongside effective cleaning. Initially, the market faced supply chain disruptions, raw material shortages, and distribution challenges, but companies responded by diversifying suppliers and leveraging online sales platforms. The pandemic ultimately accelerated the adoption of eco-friendly cleaning products and reinforced the importance of integrating public health considerations with environmental sustainability.

in product development.

The general surface cleaners segment is expected to be the largest during the forecast period

The general surface cleaners segment is expected to account for the largest market share during the forecast period. This leadership is driven by their frequent use in homes, offices, schools, and other commercial spaces for everyday cleaning tasks on multiple surface types. As consumers and businesses seek eco-friendly alternatives, surface cleaners formulated with biodegradable, plant based ingredients have become particularly popular. Their versatility, effectiveness, and role in maintaining hygiene across diverse environments boost their market penetration. With continuous innovation and strong demand across residential and institutional sectors, surface cleaners remain the dominant category in green cleaning formulations, outpacing laundry detergents, dishwashing products, bathroom & glass cleaners, and industrial cleaning agents.

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

Over the forecast period, the industrial segment is predicted to witness the highest growth rate. This strong growth outlook is attributed to the increasing emphasis on hygiene and safety protocols in industrial settings, where strict regulations and compliance standards drive the adoption of eco-friendly, biodegradable cleaning products. Sectors such as manufacturing, food and beverage processing, and pharmaceuticals require specialized sustainable cleaning agents to protect workers and meet environmental mandates. Rapid industrial growth in emerging markets and greater investments in sanitation and facility management further bolster the industrial segment's expansion trajectory, positioning it as the fastest growing segment in this market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. This strong position stems from widespread environmental consciousness, robust regulations that limit harmful substances, and high demand for eco-friendly cleaning products among both consumers and businesses. The United States plays a major role, supported by sustainability programs, regulatory frameworks, and well established retail networks that make green cleaning products readily accessible. Canada also boosts regional performance through government incentives and environmental policies encouraging adoption of biodegradable, non-toxic cleaners.

These combined elements reinforce North America's leadership and make it the predominant regional market for sustainable and environmentally safe cleaning chemical formulations worldwide.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. This strong growth outlook stems from increasing consumer focus on environmental protection, rapid urban development, and rising household and industrial spending on green products in nations such as China, India, Japan, and Australia. Supportive government programs aimed at sustainability, pollution reduction, and eco-friendly manufacturing further stimulate demand for plant-based and biodegradable cleaning formulations. Manufacturers are actively targeting this region due to its large population base and expanding middle class, resulting in heightened product adoption and significant market expansion compared with other regions worldwide.

Key players in the market

Some of the key players in Sustainable & Green Cleaning Chemical Formulations Market include The Clorox Company, S.C. Johnson & Son, Inc., Unilever PLC, Ecolab Inc., Diversey, LLC, Seventh Generation, Inc., Method Products PBC, Earth Friendly Products, Inc., Nyco Products Company, Blueland, Clariant AG, Reckitt Benckiser, Zep Inc., Ecochem and Haylide Chemicals.

### **Key Developments:**

In July 2025, Reckitt Benckiser Group plc has announced an agreement to divest its Essential Home business to private equity firm Advent International in a transaction valuing the business at up to US\$4.8 billion. Under the terms of the deal, Reckitt will sell a 70% stake in Essential Home while retaining a 30% equity interest, giving it continued exposure to the business and its future growth.

In June 2025, Ecolab Life Sciences has launched a new resin designed to help achieve cost savings and optimize operations throughout the antibody manufacturing process. Purolite AP+50 is an affinity chromatography resin with a 50-micron bead size offering the highest dynamic binding capacity of the AP resin platform while providing excellent durability for monoclonal antibody capture.

In June 2025, Unilever announced it has signed an agreement to acquire personal care brand Dr. Squatch from growth equity firm Summit Partners. This complementary acquisition marks another step in expanding Unilever's portfolio towards premium and high growth spaces.

#### Product Types Covered:

- General Surface Cleaners
- Laundry Detergents
- Dishwashing Products
- Bathroom & Glass Cleaners
- Industrial & Commercial Cleaning Agents

#### Ingredient Types Covered:

- Plant-Based Surfactants
- Bio-Enzymes
- Mineral-Based Formulations
- Innovative/Niche Eco-Ingredients

#### Distribution Channels Covered:

- Supermarkets & Hypermarkets
- Online Stores
- Specialty Eco Stores
- Institutional/Direct Channels

**Applications Covered:**

Residential

Commercial

Industrial

**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

## 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 Emerging Markets
- 3.9 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 SUSTAINABLE & GREEN CLEANING CHEMICAL FORMULATIONS MARKET, BY PRODUCT TYPE**

- 5.1 Introduction
- 5.2 General Surface Cleaners
- 5.3 Laundry Detergents
- 5.4 Dishwashing Products
- 5.5 Bathroom & Glass Cleaners
- 5.6 Industrial & Commercial Cleaning Agents

## **6 GLOBAL SUSTAINABLE & GREEN CLEANING CHEMICAL FORMULATIONS MARKET, BY INGREDIENT TYPE**

- 6.1 Introduction
- 6.2 Plant-Based Surfactants
- 6.3 Bio-Enzymes
- 6.4 Mineral-Based Formulations
- 6.5 Innovative/Niche Eco-Ingredients

## **7 GLOBAL SUSTAINABLE & GREEN CLEANING CHEMICAL FORMULATIONS MARKET, BY DISTRIBUTION CHANNEL**

- 7.1 Introduction
- 7.2 Supermarkets & Hypermarkets
- 7.3 Online Stores
- 7.4 Specialty Eco Stores
- 7.5 Institutional/Direct Channels

## **8 GLOBAL SUSTAINABLE & GREEN CLEANING CHEMICAL FORMULATIONS MARKET, BY APPLICATION**

- 8.1 Introduction
- 8.2 Residential
- 8.3 Commercial
- 8.4 Industrial

## **9 GLOBAL SUSTAINABLE & GREEN CLEANING CHEMICAL FORMULATIONS MARKET, BY GEOGRAPHY**

- 9.1 Introduction
- 9.2 North America
  - 9.2.1 US
  - 9.2.2 Canada
  - 9.2.3 Mexico
- 9.3 Europe
  - 9.3.1 Germany
  - 9.3.2 UK
  - 9.3.3 Italy
  - 9.3.4 France
  - 9.3.5 Spain
  - 9.3.6 Rest of Europe
- 9.4 Asia Pacific
  - 9.4.1 Japan
  - 9.4.2 China
  - 9.4.3 India
  - 9.4.4 Australia
  - 9.4.5 New Zealand
  - 9.4.6 South Korea
  - 9.4.7 Rest of Asia Pacific
- 9.5 South America
  - 9.5.1 Argentina
  - 9.5.2 Brazil
  - 9.5.3 Chile
  - 9.5.4 Rest of South America
- 9.6 Middle East & Africa
  - 9.6.1 Saudi Arabia
  - 9.6.2 UAE
  - 9.6.3 Qatar
  - 9.6.4 South Africa
  - 9.6.5 Rest of Middle East & Africa

## **10 KEY DEVELOPMENTS**

- 10.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 10.2 Acquisitions & Mergers
- 10.3 New Product Launch
- 10.4 Expansions
- 10.5 Other Key Strategies

## **11 COMPANY PROFILING**

- 11.1 The Clorox Company
- 11.2 S.C. Johnson & Son, Inc.
- 11.3 Unilever PLC
- 11.4 Ecolab Inc.
- 11.5 Diversey, LLC
- 11.6 Seventh Generation, Inc.
- 11.7 Method Products PBC
- 11.8 Earth Friendly Products, Inc.
- 11.9 Nyco Products Company
- 11.10 Blueland
- 11.11 Clariant AG
- 11.12 Reckitt Benckiser
- 11.13 Zep Inc.
- 11.14 Ecochem
- 11.15 Haylide Chemicals

## List Of Tables

### LIST OF TABLES

Table 1 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Product Type (2024-2032) (\$MN)

Table 3 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By General Surface Cleaners (2024-2032) (\$MN)

Table 4 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Laundry Detergents (2024-2032) (\$MN)

Table 5 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Dishwashing Products (2024-2032) (\$MN)

Table 6 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Bathroom & Glass Cleaners (2024-2032) (\$MN)

Table 7 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Industrial & Commercial Cleaning Agents (2024-2032) (\$MN)

Table 8 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Ingredient Type (2024-2032) (\$MN)

Table 9 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Plant-Based Surfactants (2024-2032) (\$MN)

Table 10 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Bio-Enzymes (2024-2032) (\$MN)

Table 11 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Mineral-Based Formulations (2024-2032) (\$MN)

Table 12 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Innovative/Niche Eco-Ingredients (2024-2032) (\$MN)

Table 13 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 14 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Supermarkets & Hypermarkets (2024-2032) (\$MN)

Table 15 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Online Stores (2024-2032) (\$MN)

Table 16 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Specialty Eco Stores (2024-2032) (\$MN)

Table 17 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook, By Institutional/Direct Channels (2024-2032) (\$MN)

Table 18 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook,

By Application (2024-2032) (\$MN)

Table 19 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook,  
By Residential (2024-2032) (\$MN)

Table 20 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook,  
By Commercial (2024-2032) (\$MN)

Table 21 Global Sustainable & Green Cleaning Chemical Formulations Market Outlook,  
By Industrial (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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