

Carpet & Rug Shampoo Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By End User (Commercial, Residential), By Sales Channel (Hypermarkets/ Supermarkets, Independent Retailers, Multi-Brand Stores, Specialty Retail Stores, Online Sales), By Region & Competition, 2021-2031F

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Abstracts

The Global Carpet & Rug Shampoo Market is projected to expand from USD 64.15 Million in 2025 to USD 87.4 Million by 2031, reflecting a CAGR of 5.29%. These specialized chemical formulations are engineered to encapsulate soil, dissolve stubborn stains, and neutralize odors in textile floor coverings using various manual or mechanical extraction techniques. Growth in this sector is largely sustained by rigorous hygiene protocols in commercial settings, particularly within healthcare and hospitality, as well as the residential need to manage allergens and stains caused by pets. These core factors generate consistent demand for deep-cleaning solutions that persists regardless of fleeting formulation fads.

Data released by the American Cleaning Institute in 2025 reveals that 74% of Americans modified their cleaning routines specifically to enhance health, highlighting a robust link between sanitization and consumer well-being that supports the deep-cleaning industry. However, the market encounters significant headwinds due to the rising architectural preference for hard surface flooring, such as luxury vinyl tile and hardwood. This trend progressively diminishes the total installed base of carpeting that requires maintenance via shampoo products.

Market Driver

The surge in pet ownership acts as a major catalyst for the Global Carpet & Rug Shampoo Market, as animals frequently soil living areas with biological stains, mud, and odors that require potent enzymatic treatments and regular deep extraction. This biological impact necessitates specialized maintenance products capable of more than just surface wiping, thereby maintaining sales volume even as residential flooring preferences transition toward hard surfaces. In response, manufacturers are introducing 'pet-specific' formulations designed to encapsulate odors and neutralize allergens, often commanding higher prices than standard cleaners. According to the '2025 State of the Industry Report' by the American Pet Products Association in March 2025, the number of U.S. households owning at least one pet rose to 94 million in 2024, creating a vast and stable consumer base for these intensive cleaning agents.

Simultaneously, the push for eco-friendly and bio-based formulas is fundamentally altering product development, with consumers increasingly avoiding harsh synthetic solvents in favor of biodegradable ingredients that are safe for indoor environments and children. This shift forces market leaders to innovate using plant-derived surfactants that lower volatile organic compound emissions while maintaining soil removal effectiveness. The Clorox Company's '2024 Integrated Annual Report' from September 2024 confirmed this commercial shift, noting a 66% sales increase for products with targeted sustainability certifications. Further evidence of this trajectory is found in Reckitt Benckiser Group's 2025 report, which indicated that their Hygiene business unit achieved 4.2% like-for-like net revenue growth for fiscal year 2024, driven by strong performance in stain removal brands such as Vanish.

Market Challenge

The expansion of the Global Carpet and Rug Shampoo Market is structurally limited by the increasing architectural favor for hard surface flooring options like luxury vinyl tile (LVT) and hardwood, which steadily reduces the prevalence of carpeting. This shift creates a direct barrier to growth, as the demand for shampoo formulations relies entirely on the existing square footage of textile floor coverings. Because residential and commercial property owners increasingly select hard surfaces for their durability and perceived low maintenance, the functional requirement for deep-cleaning encapsulation and extraction products declines. As a result, manufacturers face the challenge of competing for a portion of a shrinking substrate rather than benefiting from a growing addressable market.

In 2025, the Carpet America Recovery Effort reported that carpet sales volume in key monitored regions reached a record low of 12.3 million square yards during the fourth

quarter of 2024, highlighting the severity of the sector's contraction. This statistical drop in material volume indicates that the displacement of soft flooring is a sustained trend rather than a temporary fluctuation. Consequently, the reduction in new carpet installations permanently eliminates these areas from the rug shampoo maintenance cycle, effectively offsetting any gains that might otherwise result from heightened hygiene standards.

Market Trends

The widespread adoption of Low-Moisture Encapsulation Technologies is revolutionizing commercial maintenance by meeting the critical demand for quick turnaround times in high-traffic facilities. Unlike traditional hot water extraction, which leaves carpets damp for long periods, encapsulation chemistries use crystallizing polymers to trap soil particles for immediate removal via vacuuming. This approach significantly lowers water usage and operational downtime, rendering it essential for 24-hour environments like transit hubs and hospitality venues where extended drying times are not commercially feasible. In its '2024 Annual Report' released in February 2025, Tennant Company reported fiscal year net sales of \$1.29 billion, a performance largely fueled by the strong commercial uptake of its specialized mechanized cleaning technologies.

Additionally, the development of concentrated solutions for robotic devices is accelerating as autonomous mobile robots increasingly enter both residential and industrial cleaning sectors. These automated systems demand specialized, low-foaming shampoo formulations to prevent internal pump corrosion and sensor obstruction while optimizing on-board tank efficiency. Consequently, manufacturers are engineering ultra-concentrated chemistries that enable compact robotic units to clean larger surface areas per fill, ensuring seamless integration into smart building ecosystems without the need for frequent manual refilling. According to Kärcher's 'Financial Year 2024 Press Release' in February 2025, the company achieved a record turnover of 3.446 billion euros, a growth trajectory partly credited to the strategic expansion of its autonomous cleaning portfolio and related innovations.

Key Market Players

Biokleen

Procter & Gamble

The Clorox Company

Bissell

Rug Doctor, LLC

Reckitt Benckiser Group plc

Evonik Industries AG

Core Products Company

Arcot Manufacturing Corporation

CWP Technologies

Report Scope

In this report, the Global Carpet & Rug Shampoo Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Carpet & Rug Shampoo Market, By End User

Commercial

Residential

Carpet & Rug Shampoo Market, By Sales Channel

Hypermarkets/ Supermarkets

Independent Retailers

Multi-Brand Stores

Specialty Retail Stores

Online Sales

Carpet & Rug Shampoo Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Carpet & Rug Shampoo Market.

Available Customizations:

Global Carpet & Rug Shampoo Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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