

# **Carpet Cleaning Products Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Spray, Liquid, Others), By Application (Residential, Commercial), By Sales Channel (Departmental Stores, Hypermarkets/Supermarkets, Online, Others (Direct Sales, etc.)), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Carpet Cleaning Products Market is projected to expand from USD 1.83 Billion in 2025 to USD 2.49 Billion by 2031, registering a compound annual growth rate of 5.27%. This industry comprises specialized chemical formulations developed to extract allergens, stains, and dirt from textile floorings, with growth largely propelled by elevated hygiene standards and rising rates of pet ownership that demand frequent deep cleaning. Data from the American Cleaning Institute indicates that in 2024, 80 percent of Americans intended to engage in spring cleaning, reflecting a strong consumer dedication to household sanitation that directly bolsters product demand. Consequently, this focus on cleanliness sustains steady revenue streams for effective care and stain removal solutions across both commercial and residential sectors.

However, market expansion faces a substantial obstacle in the form of strict regulatory frameworks concerning environmental safety and chemical composition. Manufacturers encounter mounting pressure to eliminate phosphates and volatile organic compounds from their product lines to satisfy government mandates and the expectations of eco-conscious consumers. Developing biodegradable formulations that are both compliant and effective requires significant investment, which often places a strain on operational budgets. Additionally, the premium costs associated with sustainable raw materials can diminish profit margins and hinder the speed at which innovative products are

introduced into this competitive market.

## **Market Driver**

The global rise in pet ownership acts as a major catalyst for the carpet cleaning products sector, generating a steady need for specialized solutions that target odors and stains. As pets are increasingly viewed as essential family members, owners are more willing to purchase high-performance formulas designed to handle biological messes, dander, and hair embedded in textile floorings. This shift ensures robust demand for deep-cleaning agents that remain safe for animals while effectively removing stubborn debris. According to annual data released by the American Pet Products Association in March 2024, total pet industry spending in the United States hit \$147 billion, illustrating the significant financial priority owners assign to pet care, which encompasses home maintenance needs.

Concurrently, growing consumer consciousness regarding indoor air quality and hygiene is transforming purchasing habits and product development. Modern buyers no longer consider carpet cleaning a purely aesthetic chore but rather a vital routine for sustaining a healthy living space devoid of pollutants and allergens. This perspective has prompted manufacturers to create innovations using non-toxic, eco-friendly ingredients that purify indoor air while safeguarding occupants from harsh chemicals. Highlighting the link between sanitation and well-being, the American Cleaning Institute reported in March 2024 that 87% of Americans feel their best physically and mentally when their homes are clean. This demand for effective home care is reflected in corporate results, such as Techtronic Industries, which reported in March 2024 that its specialized Floorcare and Cleaning division achieved US\$937 million in annual revenue, fueled by the launch of cordless carpet washing technologies.

## **Market Challenge**

Strict regulatory standards regarding environmental safety and chemical ingredients pose a significant obstacle to the growth of the Global Carpet Cleaning Products Market. Manufacturers encounter major operational difficulties as they strive to reformulate products to exclude phosphates and volatile organic compounds without sacrificing cleaning power. This shift necessitates substantial capital investment in research and development, depleting financial resources that might otherwise support geographic expansion or marketing efforts. Furthermore, the high costs associated with procuring sustainable raw materials squeeze profit margins, making it challenging for companies to price their offerings competitively against less regulated or non-compliant

alternatives in emerging markets.

According to the American Cleaning Institute, 62 member companies publicly committed in 2024 to reaching net zero emissions by 2050 or sooner, a statistic that highlights the massive scope of structural adjustments currently weighing on the industry. The requirement to meet such aggressive sustainability goals compels manufacturers to shoulder significant immediate compliance expenses. Consequently, these financial obligations divert capital away from innovation, thereby decelerating the pace at which new, high-performance carpet care solutions are able to penetrate the global market.

## **Market Trends**

The widespread adoption of Bio-Enzymatic Cleaning Formulations is fundamentally transforming the market as manufacturers progressively substitute harsh solvents with microbial agents designed to digest organic materials. This trend is accelerating because enzymatic cleaners efficiently decompose complex stains, such as food residue and pet urine, at a molecular level without leaving toxic byproducts or damaging carpet fibers. The growing consumer inclination toward these biological solutions over conventional chemicals is creating significant commercial momentum for primary ingredient suppliers. For instance, Novonesis reported in its 'Interim report 9M 2024' in November 2024 that its Household Care division realized a 13 percent organic pro forma sales increase in the third quarter, driven by the expanding market penetration of these advanced enzymatic technologies.

Simultaneously, innovation in DIY Professional-Grade Formulations is broadening the sector by enabling residential users to attain commercial-quality results without engaging external services. Companies are developing high-performance cleaning solutions compatible with advanced consumer-grade machines, effectively closing the performance gap between home maintenance tools and rental equipment. This movement toward efficient, autonomous floorcare is generating enhanced financial returns for equipment manufacturers who have incorporated these superior formulations into their product lines. According to the 'Interim Report 2024' released by Techtronic Industries in August 2024, their Floorcare and Cleaning business posted a profit improvement of US\$9.1 million in the first half of the year, highlighting the profitability of serving consumers who demand professional cleaning capabilities at home.

## **Key Market Players**

Zep, Inc.

Sprayway Inc.

Tesco.com

Rug Doctor, LLC.

Reckitt Benckiser Group plc.

Sprayway Inc.

Techtronic Industries Co. Ltd.

The Clorox Company

Acdoco Ltd.

Cleancare Australia

## **Report Scope**

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

### Carpet Cleaning Products Market, By Product

Spray

Liquid

Others

### Carpet Cleaning Products Market, By Application

Residential

Commercial

## Carpet Cleaning Products Market, By Sales Channel

Departmental Stores

Hypermarkets/Supermarkets

Online

Others (Direct Sales

etc.)

## Carpet Cleaning Products 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 Cleaning Products Market.

## **Available Customizations:**

Global Carpet Cleaning Products 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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