

# **Fruits and Vegetable Cleaners Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Liquid and Sprays, Wipes, Others), By Category (Scented, Plain), By End Use (Household, Commercial), By Distribution Channel (Hypermarkets/Supermarkets, Convenience Stores, Online, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Fruits and Vegetable Cleaners Market is projected to grow from USD 12.06 Billion in 2025 to USD 18.47 Billion by 2031, reflecting a CAGR of 7.36%. This market sector encompasses ozone generators, specialized liquid formulations, and ultrasonic devices engineered to remove wax coatings, agricultural pesticides, and microbial pathogens from fresh produce surfaces. The primary catalysts for this expansion are heightened global health consciousness and increasing consumer demand for food safety assurance, particularly concerning the risks associated with chemical ingestion. This anxiety over contamination drives the adoption of commercial residue removal solutions, as shoppers seek methods that offer superior cleaning compared to standard rinsing. According to the International Food Information Council, in 2024, 46% of consumers identified pesticides and pesticide residues as a top food safety concern, underscoring the critical sentiment fueling this industry.

Despite these positive growth drivers, the market encounters a significant obstacle in the form of consumer skepticism and lack of awareness. A large segment of the global population remains doubtful regarding the incremental efficacy these products provide over washing with standard tap water. This perception challenges the product's value

proposition and creates a substantial barrier to mass adoption, particularly within price-sensitive demographics where traditional cleaning methods are considered adequate. Consequently, the industry faces the ongoing challenge of convincing these consumers that specialized cleaners offer a necessary improvement over cost-free alternatives.

## **Market Driver**

The escalating consumer anxiety regarding chemical contaminants and pesticide residues serves as the primary catalyst for the adoption of fruit and vegetable cleaners. As agricultural practices continue to depend on synthetic protectants to maximize yields, the persistence of chemical traces on fresh produce has become a major public health concern. This apprehension motivates shoppers to seek specialized washing solutions that promise higher efficacy in removing hydrophobic residues compared to tap water alone. According to the Environmental Working Group's 'Shopper's Guide to Pesticides in Produce' from March 2024, 75% of all conventional fresh produce sampled contained residues of potentially harmful pesticides. Such alarming statistics reinforce the value proposition of commercial cleaners, as consumers increasingly view these products as essential defense mechanisms against long-term chemical exposure.

Simultaneously, the rising incidence of global foodborne illness outbreaks and pathogen risks is further accelerating market expansion. The frequency of contamination events linked to fresh produce has necessitated a shift from aesthetic cleaning to microbial sanitization in both commercial and household settings. This trend is amplified by the complexity of modern supply chains, where tracking contamination sources is difficult, thereby incentivizing end-stage sanitization by the consumer. According to the U.S. PIRG Education Fund's 'Food Safety in 2024' report released in April 2024, total food recalls increased by 8% in 2023, reaching the highest levels since the pandemic. Furthermore, the Centers for Disease Control and Prevention reported in 2024 that a Salmonella outbreak linked to contaminated cucumbers resulted in 449 confirmed illnesses across 31 states, validating the necessity for advanced hygiene interventions.

## **Market Challenge**

The primary impediment restricting the expansion of the Global Fruits and Vegetable Cleaners Market is pervasive consumer skepticism regarding the incremental efficacy of these products compared to traditional cleaning methods. A significant segment of potential buyers perceives standard tap water as an adequate solution for removing residues, thereby questioning the necessity of specialized liquid formulations or devices.

This deep-seated belief system severely limits market penetration, as the industry struggles to transition these items from niche safety products to household essentials. Without a shift in this perception, the addressable market remains confined to a hyper-aware subset of consumers, preventing the volume sales necessary for broader industry growth.

Furthermore, this skepticism is compounded by economic pressures that discourage spending on goods viewed as non-essential. When consumers are unconvinced of a product's superior performance, they are unlikely to allocate budget towards it, particularly within price-sensitive demographics where every expenditure is scrutinized. According to The Food Industry Association, in 2024, 70% of shoppers remained concerned with rising prices at the grocery store. This heightened financial anxiety reinforces the reliance on cost-free alternatives like tap water, acting as a direct brake on the adoption of commercial residue removal solutions and hampering the overall revenue trajectory of the market.

## **Market Trends**

The proliferation of plant-based and natural ingredient formulations is fundamentally reshaping the market as manufacturers pivot away from synthetic chemicals like chlorine and alcohol. This trend is driven by the broader 'clean label' movement, where consumers scrutinize product labels for recognizable, non-toxic components derived from sources such as corn, coconut, and sustainable palm oil. This shift is not merely aesthetic but structural, compelling brands to certify their supply chains to meet the rigorous demands of eco-conscious buyers who associate botanical ingredients with enhanced safety for food contact surfaces. According to the American Cleaning Institute, October 2024, in the '2024 Sustainability Report', 60% of member companies have committed to using palm oil certified by the Roundtable on Sustainable Palm Oil (RSPO), underscoring the industry's rapid transition toward verifiable, plant-derived feedstocks.

Simultaneously, the sector is witnessing a decisive shift toward biodegradable and eco-friendly packaging solutions, challenging the dominance of single-use plastic bottles. This trend is characterized by the introduction of concentrated powders, dissolvable tablets, and refillable glass or aluminum vessels that significantly reduce plastic waste and carbon footprints associated with shipping water-heavy liquids. This evolution addresses the growing consumer dissonance between purchasing natural produce and using cleaning products encased in environmental pollutants, effectively making sustainable packaging a non-negotiable attribute for market entry. According to Shorr

Packaging, January 2025, in 'The 2025 Sustainable Packaging Consumer Report', 54% of consumers reported consciously purchasing products with sustainable packaging in the last six months, highlighting the critical role of eco-centric design in driving purchasing decisions.

### **Key Market Players**

Eco-Me

Ecover

Seventh Generation

Better Life

Mrs. Meyer's Clean Day

Marico Limited

Fruit and Veg Wash

Elemen's Choice

Fruit & Veggie Wash

Veggie Wash

### **Report Scope**

In this report, the Global Fruits and Vegetable Cleaners Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Fruits and Vegetable Cleaners Market, By Type

Liquid and Sprays

Wipes

Others

### Fruits and Vegetable Cleaners Market, By Category

Scented

Plain

### Fruits and Vegetable Cleaners Market, By End Use

Household

Commercial

### Fruits and Vegetable Cleaners Market, By Distribution Channel

Hypermarkets/Supermarkets

Convenience Stores

Online

Others

### Fruits and Vegetable Cleaners 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 Fruits and Vegetable Cleaners Market.

**Available Customizations:**

Global Fruits and Vegetable Cleaners 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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