

Electric Mop Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (Flat, Spiral), By Product Type (Steam, Spray), By Connectivity (Wired, Cordless), By Application (Residential, Commercial), By Distribution Channel (Online and Offline), By Region, Competition

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Abstracts

Global electric mop market is anticipated to project robust growth in the forecast period due to the increasing spending power, growing demand for an electric mop in household activities, increasing working women, and increasing disposable income.

A floor-mopping and sweeping tool that runs on electricity is called an electric mop. It serves as an alternative to the conventional approach of sweeping and mopping. A cleaning pad, a power cord, a tank for cleaning solutions, and a handle make up an electric mop. Electric mop cleaning pads can be washed and reused. These mops come with or without an electrical cord. The mop's handle is simple to manage. Scrub and soft cleaning pads are included with electric mops to help clean and scrub floors.

In comparison to a standard mop and bucket, electric mop offers a more hygienic, practical, and trouble-free solution for cleaning hard floors throughout the home. It only uses clean, fresh water to mop floors, it also collects any leftover dirty water, thus, allowing floors to dry in just a few minutes.

Increasing Working Women Will Fuel the Market Growth

The global market for an electric mop is being driven by expanding household use of advanced technologies and increased demand from working women. Women entered

the workforce at a rate that was almost double that of men in 2021. Around 71.75 million women were employed in the United States, in 2021. As the working women population is growing at a faster rate, they have less time to do household chores, so these technologically advanced products help them in saving time and energy. They either lacked the funds to purchase these things, the freedom to do so, or both. However, a new socioeconomic framework that empowers women is swiftly emerging, particularly in metropolitan India and it is attracting the marketers' attention. One of the main factors contributing to its great demand is that it cuts down on the amount of time needed for sweeping and cleaning. Thus, the rising population of working women plays an important role in increasing the purchase of home automation products.

Growing Demand in Residential and Commercial Sector Will Boost the Market Growth

The rising demand for electric mops in both the commercial and household sectors is a major driver driving the market's expansion. Sweeping and cleaning sealed linoleum, hardwood, and vinyl floors are frequently done with electric mops. With the help of these tools, customers can easily sweep and clean floors while avoiding obstacles through the rotating steering handle. In India, the number of dual-earner nuclear households is rapidly increasing, which raises the demand for floor-mopping and cleaning equipment. Due to the growing need for convenience, ease of access, and automation, there is a huge demand for various electric machines, such as electric mops. Manufacturers are being forced to concentrate on automating mopping machines due to growth in the commercial and residential sectors, as well as shifting consumer purchasing habits. Thus, growing demand from the residential and commercial sectors will fuel market growth.

New Product Launches Will Fuel the Market Growth

In the forecasted period, more cordless electric mops are expected to be in demand. This can be seen by comparing the ease of use of cordless electric mops to those with a cord. In addition, there is another kind of electric mop on the market that has a remote-control capability. There are a ton of small and medium-sized businesses competing in the electric mop market. Additionally, the accessibility of a wide variety of electrical mop products and increased attention to the development of advanced technology, such as robotic mops, are anticipated to create many opportunities that will fuel the expansion of the electric mop market throughout the forecast period. In 2022, Xiaomi launched the Blaupunkt wireless handheld electric mop, which uses Denmark technology. Two high-torque motors are used in the Blaupunkt cordless portable electric mop to increase

motor power. 200 revolutions per minute, or three wipes per second, can be achieved by high-speed rotation in one minute. Thus, with the launch of new technologically advanced products, the market will grow at a faster rate.

Market Segmentation

The electric mop market is segmented based on type, product type, connectivity, application, and distribution channel. Based on type, the market is bifurcated into flat and spiral. Based on product type, the market is segmented into steam and spray. Based on connectivity, the market is segmented into wired and cordless. Based on application, the market is segmented into residential and commercial. Based on distribution channels, the market is fragmented into online and offline. On the basis of region, the market is segmented into North America, Asia-Pacific, Europe, Middle East & Africa and South America.

Company Profiles

Stanley Black & Decker, Inc., BISSELL Inc., TTK Prestige Limited, Tennant Company, Myelicto (Elicto), Shinil Industrial Co., Ltd., iRobot Corporation, Karcher Cleaning Systems Private Limited, Tornado Industries, Inc. and SharkNinja Operating LLC are among the major market players in the global platform that lead the market growth of the global electric mop market.

Report Scope:

In this report, the global electric mop market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Electric Mop Market, By Type:

Flat

Spiral

Global Electric Mop Market, By Product Type:

Steam

Spray

Global Electric Mop Market, By Connectivity:

Wired

Cordless

Global Electric Mop Market, By Application:

Residential

Commercial

Global Electric Mop Market, By Distribution Channel:

Online

Offline

Global Electric Mop Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Indonesia

Europe

Germany

France

United Kingdom

Italy

Spain

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global electric mop market.

Available Customizations:

Electric Mop Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By...

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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 - 16.1.9.4. Key Market Focus & Geographical Presence
 - 16.1.9.5. Recent Developments

- 16.1.9.6. Key Management Personnel
- 16.1.10. SharkNinja Operating LLC
 - 16.1.10.1. Company Details
 - 16.1.10.2. Product & Services
 - 16.1.10.3. Financials (As Per Availability)
 - 16.1.10.4. Key Market Focus & Geographical Presence
 - 16.1.10.5. Recent Developments
 - 16.1.10.6. Key Management Personnel

17. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 17.1. Key Focus Areas
- 17.2. Target Type
- 17.3. Target Distribution Channel

18. ABOUT US & DISCLAIMER

(Note: The companies list can be customized based on the client requirements.)

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