

India Cleaning Services Market By Type (Window Cleaning, Vacuuming, Floor Care, Carpet & Upholstery, Others), By End Use (Residential, Commercial), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

India's cleaning services market, valued at USD 9.02 billion in 2024, is expected to grow to USD 13.95 billion by 2030, registering a CAGR of 7.54%. This growth is largely driven by rising urbanization, increasing disposable incomes, and heightened hygiene awareness across both residential and commercial spaces. Demand is notably high in metropolitan areas, with sectors like healthcare, hospitality, and retail requiring consistent professional cleaning. Government-led initiatives such as Swachh Bharat Abhiyan are also fueling industry expansion. The surge in working professionals and dual-income households supports the shift toward outsourced cleaning solutions. Moreover, the integration of advanced technologies and eco-conscious cleaning products is gaining momentum, with organized players and startups offering tailored services to meet evolving consumer expectations.

Key Market Drivers

Urbanization and Changing Lifestyle Patterns

India's fast-paced urbanization is propelling the cleaning services sector across residential, commercial, and industrial domains. In 2024, the country's urban population reached 461 million, expanding annually by 2.3%, with cities anticipated to account for 75% of national income by 2031. The migration to urban centers for better jobs and

education is increasing population density, which in turn drives demand for maintenance in apartment complexes, offices, malls, hospitals, and hotels. With traditional domestic help becoming less accessible and nuclear families on the rise, especially in metros like Delhi, Mumbai, Bengaluru, and Hyderabad, professional home cleaning services are increasingly favored. Time constraints in urban lifestyles further underscore the demand for scheduled and customized cleaning options. This urban shift is not only amplifying service demand but also elevating consumer expectations for high-quality, standardized, and tech-enabled solutions.

Key Market Challenges

Predominance of the Unorganized Sector

A major hurdle in the Indian cleaning services market is the overwhelming presence of unorganized players who dominate service provision. These informal operators often operate without training, consistent standards, or regulatory compliance, offering lower-cost services that appeal to price-sensitive customers. However, this undermines organized providers who adhere to quality norms, invest in workforce development, and utilize sustainable products. The lack of professionalism in the unorganized segment results in erratic service delivery and dissatisfied clients, damaging the industry's overall credibility. Additionally, minimal entry barriers contribute to a fragmented landscape, limiting brand visibility and expansion opportunities for structured businesses. The absence of licensing and regulatory frameworks further exacerbates trust issues, deters investments, and stifles innovation—ultimately constraining the sector's long-term growth.

Key Market Trends

Increasing Demand for Specialized and Deep Cleaning Services

The market is witnessing a notable surge in demand for specialized and deep cleaning services in both residential and commercial settings. These offerings involve comprehensive sanitation and disinfection, often using professional-grade tools and eco-safe products. The COVID-19 pandemic significantly boosted awareness around deep hygiene practices, encouraging households to seek out services like bathroom sanitization, carpet cleaning, and kitchen deep cleans. In parallel, industries such as healthcare, hospitality, manufacturing, and retail are adopting periodic deep-cleaning regimes to meet safety regulations and instill consumer confidence. Demand is also rising for industry-specific services—like sterile cleaning in medical facilities or hygienic

upkeep in food processing—necessitating skilled technicians and sector-specific expertise. Businesses are adapting by offering flexible service models, including subscriptions and one-time packages, signaling a long-term shift toward prioritizing hygiene.

Key Market Players

ISS Facility Services India Pvt. Ltd.

Sodexo India Services Pvt. Ltd.

Clean Master

Anabia Cleaning Services

BICS (Building Infrastructure Cleaning Services)

MaidInIndia

AIS Contract Cleaners Ltd.

Anago Cleaning Systems Inc.

Pritchard Industries Inc.

Roark Capital Management LLC

Report Scope:

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

India Cleaning Services Market, By Type:

Window Cleaning

Vacuuming

Floor Care

Carpet & Upholstery

Others

India Cleaning Services Market, By End Use:

Residential

Commercial

India Cleaning Services Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Cleaning Services Market.

Available Customizations:

India Cleaning Services 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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