

# **India Commercial Cleaning Products Market, By Product (Laundry Cleaners, Floor Cleaners, General Cleaners, Toilet Cleaners, Dishwashing & Kitchen Cleaners and Others (Glass Cleaners etc.), By End Use (Healthcare, Education, Hotels/Restaurants, Offices, and Others (Retail & Grocery, etc.)), By Distribution Channel (Distributor Sales, Direct Sales, Online, and Others (Offline Retail Sales etc.)), Region, Competition, Forecast & Opportunities, 2019-2029F**

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## **Abstracts**

India Commercial Cleaning Products market is growing at a robust growth rate, owing to surge in sales through online platform and increasing adoption of professional cleaning services. Furthermore, there are extensive marketing strategies used by various brands and growing use of eco-friendly products, which are the main driving force for commercial cleaning products in India. In addition, increasing awareness of hygiene post COVID-19 has led to an increase in the sales of commercial cleaning products in India.

Commercial cleaning products are specifically formulated to maintain a professional cleanliness and germ-free environment. Since employees and clients will be working in these commercial spaces all day long, it's important to keep working place clean and germ-free.

### **India Commercial Cleaning Products Market Scope**

The commercial cleaning products market is witnessing a high expansion owing to the

expansion of the commercial sector and the acceleration of urbanization in India. The rapidly growing economy of India has generated a high demand for commercial places, such as hotels, offices, retail stores, and various other commercial space, because of which urbanization has already generated a high demand for these commercial cleaning products. The India commercial real estate industry is also growing due to the growth of domestic and foreign companies. Thus, increased focus on cleanliness and hygiene in the workplace due to improved productivity and better performance is one of the main drivers of commercial cleaning products' market growth. A hygienic working environment enhances quality of life and increases employee satisfaction, which prevents the spread of infections, and reduces employee absences due to sickness.

With increasing number of hotels, restaurants, and hospitals all over India, there is a growing need for commercial cleaning products to keep these places clean and hygienic. The foodservice industry is also expanding due to increasing number of restaurants in India, which is further leading to the increasing demand of commercial cleaning products in India.

### India Commercial Cleaning Products Market Overview

Commercial spaces are classified into five main categories: healthcare, education, hotels/restaurants, offices, and others (retail & grocery, etc.). Offices and retail malls account for the majority of the market share. With the rising number of malls, offices, and other commercial sector turning to outsourcing cleaning services, the commercial cleaning products industry is growing at a faster rate in India.

The leading market players in the commercial cleaning products market in India are looking for different ways to create strong commercial cleaning brands. India is a crucial market for many players who want to build strong cleaning brands. In India, there is a growing focus on eco-friendly and sustainable cleaning solutions. Green cleaning solutions are non-toxic and eco-friendly, making them safer for consumers. Furthermore, domestic, and international market players are manufacturing and offering wide range of products to cater to the various demand of customers. Some of the top brands of commercial cleaning products are HUL, 3 M, Reckitt, Diversey and Procter & Gamble, etc.

### India Commercial Cleaning Products Market Drivers

The increasing number of government initiatives related to cleanliness and hygiene is

further fueling the market growth in India. For instance, the most widely used environment-related campaign launched by the Government of India is the National Cleanliness Scheme (NSS) Swachh Bharat Abhiyan, which was launched on 2nd October 2014. Individuals from all over India joined the collective cleanliness movement. Government officials, jawans, Bollywood actors, athletes, industrialists, and spiritual leaders, all contributed to the noble cause. Millions of individuals across the nation have been actively participating in the cleanliness campaigns of government departments, non-governmental organizations, and community centers to ensure that India is kept clean. Regular cleanliness campaigns, as well as the promotion of hygiene education through play and music, are being widely implemented across the country. Thus, with increasing government initiatives, the demand for commercial cleaning products will grow at a faster rate in India.

Furthermore, commercial cleaning products are in high demand due to the growing concern about hygiene in commercial places such as office buildings, hospitals, hotels, and shopping malls. Companies and organizations are more concerned about maintaining a hygienic and clean environment for their employees, customers, and visitors, increasing the need for commercial cleaning products.

### India Commercial Cleaning Products Market Trends

Companies are starting to shift towards more bio based or eco-friendly cleaning products, due to rising consumer awareness. Hospitals, for example, may act quickly to shift towards safe cleaning solutions for their cleaning equipment and surgical instruments, if they meet performance requirements. Companies are innovating various green products to capture the commercial cleaning products market. For instance, Gelnova Hygiene launched FreshenGo 123Wash in 2023, which is an eco-friendly detergent. Most of the liquid detergents used by customers contain 80% water, of which only 20% is cleaning agent, thus creating a considerable amount of environmental waste. The pods produced by FreshenGo contain 95% plant-derived active ingredients and 5% water, while natural essential oils impart a pleasant fragrance to the garments. Thus, a shift towards eco-friendly products will fuel the market in the forecasted period.

### India Commercial Cleaning Products Market Challenges

The Commercial Cleaning Products market is highly competitive in India, due to presence of various domestic and international market players. There is a large unorganized market for commercial cleaning products in India. Competition and changing customer expectations have created some unique market dynamics that

cleaning products manufacturing companies must be aware of to retain their current customers and draw in new ones. The unorganized players are mostly local and regional companies. These companies offer products at low prices, which makes it difficult for the organized players to compete. Building brand reputation, quality assurance, and trust can be difficult for the organized players in this unorganized market.

### Market Opportunities

The significance of cleanliness and hygiene in the commercial sector is increasing, and the demand for multi-purpose cleaning solutions is increasing at a faster rate in India. A multipurpose cleaner is a product that can be used to clean a variety of surfaces, such as glass, floors, and other surfaces. Additionally, it can be used as degreaser to remove grease, oil, and hard stains. Utilizing one product for multiple purposes has clear advantages in terms of economy, as well as ease of management and storage. Thus, multipurpose cleaning products and various other product innovations will fuel the market in the anticipated period.

The consumers in India are looking for high-end products and services from the West, but at affordable prices. The Indian consumer is looking for high-quality products and services at affordable prices. With the help of various government initiatives such as “Make in India”, and “Swachh Bharat Mission”, there is a tremendous potential for many entrepreneurs and their small and medium enterprises to partner in these missions and contribute to the growth of GDP, by providing employment to many skilled and unskilled workers in India.

### Market Segmentation

The India Commercial Cleaning Products market is segmented based on product, end use, distribution channel and region. Based on product, the market is segmented into laundry cleaners, floor cleaners, general cleaners, toilet cleaners, dishwashing & kitchen cleaners, and others (glass cleaners etc.). Based on end use, the market is segmented into healthcare, education, hotels/restaurants, offices, and others (retail & grocery, etc.). Based on distribution channel, the market is segmented into distributor sales, direct sales, online, and others (offline retail sales etc.). Based on region, the market is divided into North, South, East, and West.

### Company Profiles

Hindustan Unilever Limited, Reckitt Benckiser Corporate Services Limited, Procter & Gamble Company, Diversey, Inc., Schevaran Laboratories Private Limited, S.C. Johnson Products Pvt. Ltd., Ecolab Food Safety & Hygiene Solutions Pvt Ltd., Dabur India Limited, SATOL Chemicals Pvt. Ltd and Amway India Enterprises Pvt. Ltd. are some of the major players in the India Commercial Cleaning Products market.

#### Report Scope:

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

#### India Commercial Cleaning Products Market, By Product:

Laundry Cleaners

Floor Cleaners

General Cleaners

Toilet Cleaners

Dishwashing & Kitchen Cleaners

Others (Glass Cleaners etc.)

#### India Commercial Cleaning Products Market, By End Use:

Healthcare

Education

Hotels/Restaurants

Offices

Others (Retail & Grocery, etc.),

#### India Commercial Cleaning Products Market, By Distribution Channel:

Distributor Sales

Direct Sales

Online

Others (Offline Retail Sales etc.)

India Commercial Cleaning Products Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Commercial Cleaning Products market.

Available Customizations:

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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