

India Laundry Service Market, By Sector (Organized, Unorganized), By Business Type (Online, Offline), By Service Type (Laundry Care, Dry Cleaning, Duvet Cleaning, Steam/Electric Pressing, Others (Shoes Cleaning, Accessories Cleaning, Bags Cleaning, Etc.)), By End User (Residential, Hospitality, Healthcare, Institutional, Others (Industrial, Etc.)), By Region, Competition, Forecast & Opportunities, 2019-2029F

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Abstracts

India Laundry Service market is projected to grow through the forecast period owing to increased women employment, busy schedules, changing lifestyle, and growing popularity of laundry services among working population.

India Laundry Service Market Scope

A laundry service is a service offering washing, cleaning, and ironing clothes, including different types of fabric. The laundry service company charges a fee based on quantity or individual wash loads. There are different types of laundry services offered by the companies such as dry cleaning, ironing, laundry care, shoes cleaning and many other services. Companies are offering online and offline laundry services to customers.

India Laundry Service Market Overview

India Laundry Service market is experiencing high demand owing to rapidly growing young middle class, western influence, and new fabrics that demand attention. Additionally, it is time-consuming for the rising working population who has less time for

their household responsibilities. Moreover, it has been estimated that the laundry service industry is a booming industry and is expected to grow during the forecasted period. One of the leading companies in laundry service, DhobiLite, has increased its revenue by the year 2022, and the pandemic hasn't slowed down the sector's expansion.

Laundry service companies have professional washer men and partners to meet the needs of customers who want convenience and high-quality cleaning of clothes. Additionally, the trend of using eco-friendly chemicals is gaining prominence and laundry-based companies are switching toward sustainable practices to conserve water, energy, and reduce operational costs.

India Laundry Service Market Drivers

The laundry service market in India is growing with the increase in urbanization. People in cities have busy lifestyles and limited time to do laundry themselves. This has created a demand for laundry services. Additionally, the number of families with multiple working members has increased demand for laundry services since consumers are willing to pay for laundry services to save time and effort. As the middle-class population in India is growing, there comes an increase in the demand for convenience services such as laundry services.

Moreover, the major driver which is driving the demand of laundry service is due to increasing working women in India, which has led to an increase in the demand for laundry services. With both partners working, there is limited time for household chores, and laundry becomes a time-consuming task. Thus, they are utilizing laundry services to save time and effort. In addition, many people in India consider laundry to be a task that requires a high level of hygiene and cleanliness. They prefer to use laundry services as they are perceived to be more reliable and hygienic than washing clothes at home. Thus, the drivers of laundry services in India are the need for convenience, timesaving, and hygiene.

India Laundry Service Market Trends

The online laundry service industry in India is constantly evolving and adapting to changing customer needs. With the growing technology in India, people are demanding online laundry services also known as on-demand laundry service as customers now prefer online laundry services that can be scheduled or ordered anytime, anywhere. These services offer quick turnaround times and are perfect for busy individuals who

need laundry services on short notice. Moreover, many online laundry services in India are offering subscription-based services, where customers can sign up for a monthly or weekly laundry plan. This ensures that their laundry needs are taken care of on a regular basis without having to worry about scheduling pickups and drop-offs.

Additionally, customers are increasingly becoming more conscious about the environment and are looking for eco-friendly laundry services. Online laundry services respond by offering eco-friendly laundry solutions such as using organic or eco-friendly detergents and packaging. Moreover, online laundry services are increasingly developing mobile apps that allow customers to schedule pickups, track their laundry, and make payments on the go. This has made laundry services more accessible and convenient for customers who are always on the move. Thus, due to convenience, speed, and sustainability, the laundry service industry in India is becoming more popular during the forecasted period.

India Laundry Service Market Challenges

The laundry service market in India has various challenges. Many people in India still prefer to wash their clothes at home, as they are not aware of the benefits of using professional laundry services in India. Additionally, there is a lack of trust in the quality of the service provided by laundry service providers. Moreover, the laundry service in India is highly competitive due to the unorganized laundry services as majority of the India population is price sensitive, which means they are willing to pay a lower price for laundry services. Hence, the companies offering laundry service must keep their price low to remain competitive with local washermen.

Moreover, the laundry service market in India is highly fragmented, with numerous small players in the market. This makes it difficult for companies to establish a dominant position and scale their operations.

Market Opportunities

Many travelers require laundry services during their stay in India. By partnering with hotels and Airbnb hosts, laundry service providers can tap into a large and captive customer base.

As more and more consumers become conscious of the environmental impact of their actions, they are demanding more sustainable products and services. By offering eco-friendly laundry services that use green cleaning technologies and

processes, companies can differentiate themselves from their competitors and acquire environmentally concerned customers.

Technology can play a significant role in increasing the demand for laundry services in India. Providers can leverage mobile apps and online platforms to make it easy for customers to schedule laundry services and track their orders. They can also promote their brand and address new customers via social media and digital marketing.

Overall, by targeting working professionals, offering value-added services, partnering with hotels and Airbnb hosts, focusing on sustainability, and utilizing technology, laundry service providers can increase the demand for their services in India.

Market Segmentation

The India laundry service market is segmented on the basis of sector, business type, service type, end user and region. On the basis of sector, the market is fragmented into organized and unorganized. On the basis of business type, the market is segmented into online and offline. The market is segmented into laundry care, dry cleaning, duvet cleaning, steam/electric pressing, others (shoes cleaning, accessories cleaning, bags cleaning, etc.) on the basis of service type. The market is segmented in residential, hospitality, healthcare, institutional, others (industrial, etc.) on the basis of end user. On the basis of region, the market is divided into North, South, East, and West.

Company Profiles

UConcepts Solutions LLP (UClean), Elite DhobiLite Laundry Pvt Limited (Dobilite), PML Solutions Pvt. Ltd. (Pick My Laundry), YESTOSHINE PVT LTD (The Laundry House), Jyothy Fabricare Services Ltd. (Fabricspa), Tumbledry Solutions Pvt. Ltd (Tumble Dry), Experto Urbantech Private Limited (Dhobiwala), Press2 Drycleaning & Laundry Pvt. Ltd. (Pressto), Sifabso Technology LLP (WashApp Laundry), Kleenco On Demand Services Pvt Ltd (LaundroKart) are some of the major players in the India Laundry Service market.

Report Scope:

In this report, India laundry service market has been segmented into the following

India Laundry Service Market, By Sector (Organized, Unorganized), By Business Type (Online, Offline), By Servi...

categories, in addition to the industry trends which have also been detailed below:

India Laundry Service Market, By Sector:

Organized

Unorganized

India Laundry Service Market, By Business Type:

Online

Offline

India Laundry Service Market, By Service Type:

Laundry Care

Dry Cleaning

Duvet Cleaning

Steam/Electric Pressing

Others (Shoes Cleaning, Accessories Cleaning, Bags Cleaning, Etc.)

India Laundry Service Market, By End User:

Residential

Hospitality

Healthcare

Institutional

Others (Industrial, etc.)

India Laundry Service Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India laundry service 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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