

# Middle East Cleaning Services Market By Service Type (Window Cleaning, Vacuuming, Floor Care, Janitorial, Carpet & Upholstery, and Other Services),

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## Abstracts

Middle East Cleaning Services Market is anticipated to register a high CAGR during the forecast period 2024-2028.

Cleaning is the process of removing impurities from a place or an object, such as dirt, germs, and other contaminants. Cleaning may be done in many different settings and ways. There are several people employed in the cleaning sector. Window washing, floor mopping, vacuuming, cleaning furniture, cleaning carpets, cleaning air ducts, fixing water damage, and other related activities are all included in cleaning services.

Customers of both commercial and residential clients use these services. Offices, schools, hospitals, universities, health facilities, big-box retailers, small-box stores, and others are examples of commercial clientele. The need for these services has grown as a result of people's busy lifestyles.

In the Middle East region, Bahrain is a nation with great potential. Due to precautionary and preventative measures taken by the government, such as the April 2020 launch of the disinfection program aimed at disinfecting public areas, its cleaning services, including sanitization and disinfection service market experienced a sharp increase during the COVID-19 pandemic. 322 people from cleaning and private firms received training in disinfection through 44 training sessions offered by the government as part of this project.

Cleaning technologies currently used in Bahrain

In response to the pandemic, the technology named as Pierre has turned to employing ozone generators and air purifiers. Virus transmission danger is decreased by this

technology. Particularly following checkout, these are useful. Other technologies are being used to get rid of smoking, the smell of potent fragrances, paint, etc., so the next visitor will feel like they are staying in a fresh, clean space. The turnaround time for the cleaning team to accommodate requests is sped up when requests are made directly to the housekeeping personnel. The efficiency of this approach improves customer happiness. Another efficient approach to guarantee that the room is fully cleaned and sanitised after visitors check out are UV lamps. Bahrain has gone a long way in terms of housekeeping and it is becoming stronger every day. It has its fair share of difficulties, but those difficulties are allowing suppliers and distributors to open up new doors in a market that is ripe with opportunity. Therefore, the market growth of cleaning service is expected to rise in Bahrain.

### The housekeeping scenario in Bahrain

In Bahrain, the housekeeping industry has changed significantly over the past several years, particularly during the pandemic. The policies and practises for cleaning were all steadily improved. The necessary safeguards were put in place to stop the pandemic's spread. In order to avoid cross contamination, the emphasis was not only on cleaning but also on sanitizing all the surfaces with certain chemicals after cleaning.

### Booming Tourism and Hospitality Sector

#### Saudi Arabia

Owing to enormous investments made in infrastructure expansion, the tourist and hospitality sectors in the Middle East have been growing. By making these expenditures with the twin objectives of luring visitors and improving the economy, the Kingdom of Saudi Arabia (KSA) is getting ready for INDEX Saudi Arabia, a trade fair for interior design, furniture, among other things, which took place in September 2022. The government has allotted USD 810 million for initiatives in the arts, recreation, and entertainment in order to increase tourism and improve the nation's tourist and hospitality infrastructure. By 2030, the Travel & Tourism industry is predicted to contribute more than 10% of the GDP, according to the Ministry of Tourism, Saudi Tourism Authority, and Tourism Development Fund.

#### UAE

The government has invested a lot of money in building infrastructure, which has helped Dubai's tourist and hospitality sectors grow. Such investments have been made in

anticipation of foreign investments in the country while simultaneously attracting visitors and preparing the country for the international event Dubai Expo 2020, which ended in March 2022. Plans such as the 'Dubai Tourism Strategy 2025' and the 'Dubai 2040 Urban Master Plan,' which aims to increase visitor numbers in Dubai and grow tourism and hospitality infrastructure in the nation by 134%, which are improving the UAE tourism and hospitality sector. The Global Travel and Tourism Council predicts that in 2027, the travel and tourism sector in the UAE would generate revenues of roughly 72 billion USD and contribute 12.7% to GDP. As a result, it is expected that in the years to come, a growing tourism and hospitality sector would drive the UAE Cleaning Services market. Sharjah is also being significantly impacted by the growth of industrial zones, new tourism projects, retail infrastructure, and the local residential sector. The Moon Retreat in Mleiha, Al Suhub Rest House in Khorfakkan, Kalba Waterfront, and other key tourism-related projects have all been announced by the Sharjah Commerce and Tourism Development Authority (SCTDA). These factors are anticipated to raise the demand for cleaning services in Sharjah during the forecast period.

## Qatar

Recently, the FIFA World Cup 2022 concluded in Qatar and was one of the main reasons affecting the country's cleaning services. The construction of sports arenas, practice fields, and other infrastructure led to an increase in facility management across the nation, including cleaning services and landscaping. In order to host the event, more than 10% of the yearly national production was typically invested in infrastructure development. For example, the nation constructed a 40,000-seat modular arena for the same, complete with seats, snack stands, restrooms, stores, and other amenities. Qatar has invested approximately USD 220 billion in the development of the nation's infrastructure. Thus, it is anticipated that demand for cleaning services is expected to increase in the upcoming years.

## Growing Smart Cities Concept

### Saudi Arabia

Saudi Arabia intends to create a number of smart, sustainable cities around the country in line with the "Saudi Vision 2030" and city-level programs such as the Red Sea Development Project and the King Abdullah Economic City, which support the development of sustainable infrastructure. According to Saudi Arabia, "smart cities" are urban development initiatives that prioritise the environment and are technologically integrated with the most recent ICT (Information & Communication Technologies) and

the Internet of Things (IoT). With major initiatives such as Al-Qiddiya, Entertainment City, the Neom, Al Faisaliah City, King Abdullah Financial District, Dahiyat Al Fursan, and the transformation of Makkah, Riyadh, Jeddah, Al-Madinah, and Al-Ahsa into smart cities, Saudi Arabia has made significant strides in developing smart cities. As a result, green building standards are being followed in the construction of the nation's planned smart, sustainable communities. Such high goals ought to offer a tonne of potential for Saudi Arabia's authorised cleaning services companies.

## UAE

In direct agreement with city-level initiatives such as the "Dubai 2040 Urban Master Plan" and the "Abu Dhabi Economic Vision 2030," which encourage the creation of sustainable infrastructure, the UAE wants to build a number of smart sustainable cities around the country. The UAE defines "smart cities" as urban planning initiatives that prioritise the environment and are technologically integrated with the Internet of Things and contemporary ICT (Information & Communication Technologies) (IoT). These are only a handful of the significant initiatives the UAE has made to develop smart cities, along with "The Sustainable City Project" in Dubai and "Masdar City Project" in Abu Dhabi. Dubai also built 30,000 homes in Desert Road City for Emiratis and foreigners.. The UAE wants to reduce its carbon impact by 30% by the year 2030. As a result, green building standards are being followed in the construction of the nation's planned smart, sustainable communities. It is projected that the cleaning services sector in the UAE are expected to considerably profit from such initiatives.

## Qatar

Qatar is making significant investments in the infrastructure of smart cities and cutting-edge technologies including cleantech, IoT, smart mobility, and artificial intelligence. According to specialists, speaking at an online event, the Qatar Free Zones Authority (QFZA) is concentrating its economic development efforts on luring, partnering with, and investing in international firms to create technological clusters that would aid in achieving the nation's objectives. Msheireb Downtown, a USD 5.5 billion mixed-use area encompassing 31,000 square metres, and Lusail City, a USD 45 billion smart metropolis covering 38 square kilometres, are two significant smart cities of the future now being created in Qatar. By 2030, the project is expected to be operational, thereby, driving the Middle East Cleaning Services market during the forecast period, 2024-2028.

## Market Segments

The Middle East Cleaning Services market is segmented into service type, end use, tender distribution, cleaning type, and country. Based on service type, the market is segmented into window cleaning, vacuuming, floor care, janitorial, carpet & upholstery, and other services. Based on end use, the market is further segmented into residential, industrial, and commercial. Based on tender distribution, the market is further bifurcated into public and services. Based on cleaning type, the market is segmented into manning and performance-based. The market analysis also studies the country segmentation which is divided among Saudi Arabia, UAE, Qatar, Bahrain, Turkey, Kuwait, Israel, Iran and the Rest of Middle East.

## Market Players

Major market players in Middle East Cleaning Services Market are Middle East Cleaning Co, Al Fajer Facilities Management, New HigiTech Middle East LLC, Media Fusion LLC, Dussmann Gulf LLC, New Plus Point Building Cleaning Services LLC, GoGreen Cleaning Services UAE, CleaningCompany.AE, Clay House Services, Modern Global Cleaning Co. W.L.L, Spectrum Cleaning Company WLL, Bleach Cleaning Services, National Cleaning Company, Tanqia Cleaning Services, and Spring Cleaning Services. To achieve good market growth, active businesses employ organic tactics such as product launches, mergers, and partnerships.

## Report Scope:

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

### Middle East Cleaning Services Market, By Service Type

Window Cleaning

Vacuuming

Floor Care

Janitorial

Carpet & Upholstery

Others

Middle East Cleaning Services Market, By End Use

Residential

Industrial

Commercial

Middle East Cleaning Services Market, By Tender Distribution

Public

Private

Middle East Cleaning Services Market, By Cleaning Type

Manning

Performance-Based

Middle East Cleaning Services Market, By Country:

Saudi Arabia

UAE

Qatar

Bahrain

Turkey

Kuwait.

Israel

Iran

Rest of Middle East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Middle East Cleaning Services Market

Available Customizations:

Tech Sci 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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