

Cleaning Products Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Household Care, Cleaning & Home Living (Consumer Goods & Services)
> ****Source:**** <https://www.mordorintelligence.com/industry-reports/global-cleaning-products-market>
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 248.11 billion
Projected Forecast (2031)	USD 248.11 billion
Growth Rate (CAGR)	5.03 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Cleaning Products industry] (images/chart_2.png)

! [Cleaning Products Market (2025 - 2030)] (images/chart_3.png)

! [Cleaning Products Market: Market Share by Category] (images/chart_4.png)

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! [Cleaning Products Market CAGR (%), Growth Rate by Region] (images/chart_6.png)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 248.11 Billion |
Market Size (2031) | USD 317.11 Billion |
Growth Rate (2025 - 2030) | 5.03 % |
Fastest Growing Market | Middle East and Africa |
Largest Market | North America |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Cleaning Products Market Analysis by Mordor Intelligence The cleaning products market size was valued at USD 237.12 billion in 2025 and is estimated to grow from USD 248.11 billion in 2026 to reach USD 317.11 billion by 2031, at a CAGR of 5.03% during the forecast period (2026-2031). Heightened regulatory requirements for biodegradable surfactants, the implementation of stricter hygiene protocols following the pandemic, and the rapid growth of direct-to-consumer subscription services are significantly influencing formulation science and route-to-market strategies. Increasing disposable incomes in emerging economies are driving first-time purchases, while the expansion of private-label products in mature markets is reducing the price premiums traditionally held by established brands. Fluctuations in raw material prices for oleochemicals and petrochemicals are prompting companies to adopt vertical integration and multi-sourcing approaches. Companies that excel in enzyme engineering, digital traceability, and refillable packaging are well-positioned to gain pricing advantages as government procurement increasingly prioritizes verified sustainable solutions. These shifts are creating opportunities for businesses to align with evolving consumer preferences and regulatory expectations, ensuring long-term growth and competitiveness in the market.

Key Report Takeaways* By category, conventional products led with 88.34% revenue share in 2025, while organic and natural alternatives are advancing at an 8.32% CAGR through 2031.

* By product type, laundry care held 35.32% of revenue in 2025; surface cleaners are forecast to expand at a 5.88% CAGR to 2031.

* By form, liquid formats commanded 48.11% share of the cleaning products market size in 2025, whereas wipes are growing at a 6.51% CAGR through 2031.

* By application, household and residential uses accounted for 73.12% of demand in 2025, yet institutional and commercial demand is increasing at an 8.34% CAGR to 2031.

* By distribution channel, retail venues held 78.26% of value in 2025, while online platforms are rising at a 9.1% CAGR through 2031.

* By geography, North America is projected to account for 29.34% of the market value in 2025, while the Middle East and Africa are expected to grow at a CAGR of 6.65% through 2031.

Key Market Trends

Market Trends and Insights Drivers Impact Analysis of Cleaning Products Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline | Shift toward eco-friendly, biodegradable, and non-toxic products | +1.2% | Global, with strongest uptake in North America and EU | Medium term (2-4 years) | Demand for natural and plant-based formulations amid preferences for chemical-free options | +0.9% | North America, EU, and urban Asia-Pacific | Medium term (2-4 years) |

Busy lifestyles of working professionals favoring convenient formats | +0.7% | Global, particularly urban centers in Asia-Pacific and North America | Short term (≤ 2 years) |

Growth in specialized products for specific surfaces | +0.6% | North America, EU, and institutional segments globally | Medium term (2-4 years) |

Technological advancements in formulations for better efficacy and longer-lasting results | +0.8% | Global, with research and development concentration in North America, EU, and Japan | Long term (≥ 4 years) |

Preference for products with pleasant fragrances and attractive packaging | +0.5% | Global, with premium segments in North America and Asia-Pacific | Short term (≤ 2 years) |

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The cleaning products market demonstrates moderate concentration, providing opportunities for regional specialists, private-label brands, and direct-to-consumer companies to gain market share through niche positioning and flexible go-to-market approaches. Established multinational companies such as Procter & Gamble, Unilever, Henkel, and Reckitt Benckiser utilize their patent portfolios in enzyme engineering, encapsulation technology, and surfactant chemistry to maintain their positions in premium segments. However, these incumbents face margin pressures due to the expansion of private-label products in European hypermarkets and North American grocery chains, where retailers are developing proprietary formulations that deliver comparable performance at prices approximately 25% lower than branded alternatives. Procter & Gamble's 2024 Securities and Exchange Commission (SEC) 10-K report revealed 127 active patents related to cleaning product formulations, including 18 filings in 2024 focused on cold-water enzyme stability and microplastic-free abrasives, highlighting the critical role of intellectual property in maintaining competitive advantages.

Direct-to-consumer brands such as Blueland and Grove Collaborative are bypassing traditional retail markups by leveraging subscription models and social media marketing. These brands are effectively targeting millennial and Generation Z consumers, who prioritize sustainability and ingredient transparency over established brand reputations. Additionally, new opportunities are emerging in institutional segments, where vendor-managed inventory systems and automated dispensing technologies help reduce labor costs and ensure accurate dosing. This value proposition is particularly appealing to healthcare facilities and hospitality operators dealing with persistent staffing shortages. Ecolab and Diversey currently dominate institutional channels, collectively accounting for 42% of the global commercial cleaning market in 2025. However, smaller players like Avmor and Betco are gaining traction through regional distribution networks and specialized formulations tailored for niche applications, such as food processing and pharmaceutical manufacturing.

Technology adoption is advancing rapidly, with Internet of Things (IoT)-enabled dispensers that monitor usage patterns and automate reordering processes, minimizing stockouts and optimizing inventory management. Reckitt Benckiser's 2025 investor presentation emphasized its digital transformation efforts, which include the integration of Radio Frequency Identification (RFID) tags and cloud-based analytics to provide institutional customers with real-time consumption data and predictive maintenance alerts.

Cleaning Products Industry Leaders* The Procter & Gamble Company

* Unilever plc

* Henkel AG & Co. KGaA

* Reckitt Benckiser Group plc

* Colgate-Palmolive Company

* *Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Cleaning Products Market Report ScopeThe global cleaning products market focuses on the manufacturing and sale of household, commercial, and institutional products. These products include laundry detergents, surface cleaners, dishwashing products, bathroom cleaners, and floor cleaners. Both conventional and eco-

friendly formulations are available through various distribution channels. The market is segmented by category into conventional and organic or natural, by product type into laundry care products, surface cleaners, dishwashing products, toilet or bathroom cleaners, floor cleaners, glass and metal cleaners, and other specialty cleaners, by form into liquid, powder, gel and cream, wipes, and tablets and aerosol, by application into household or residential and institutional and commercial, by distribution channel into wholesale or corporate procurement and retail. Retail is further segmented into supermarkets and hypermarkets, convenience or grocery stores, online retail, and other distribution channels, and by geography into North America, Europe, Asia-Pacific, South America, and Middle East and Africa. The market sizing has been done in value terms in USD for all the abovementioned segments.

By CategoryConventional |
Organic/Natural |

Segmentation Accordion Item

By GeographyNorth America | United States |

| Canada |
| Mexico |
| Rest of North America |

Europe | Germany |

| United Kingdom |
| Italy |
| France |
| Spain |
| Netherlands |
| Poland |
| Belgium |
| Sweden |
| Rest of Europe |

Asia-Pacific | China |

| India |
| Japan |
| Australia |
| Indonesia |
| South Korea |
| Thailand |
| Singapore |
| Rest of Asia-Pacific |

South America | Brazil |

| Argentina |
| Colombia |
| Chile |
| Peru |
| Rest of South America |

Middle East and Africa | South Africa |

| Saudi Arabia |
| United Arab Emirates |
| Nigeria |
| Egypt |
| Morocco |
| Turkey |
| Rest of Middle East and Africa |

Frequently Asked Questions

How large will global demand for household and institutional cleaners be in 2031?

The cleaning products market is forecast to reach USD 317.11 billion by 2031, re

flecting continued adoption across both household and institutional settings.

Which product forms are growing the quickest?

Pre-saturated wipes are advancing at a 6.51% CAGR as consumers and institutions favor ready-to-use convenience.

Why are biosurfactants gaining traction?

They comply with new biodegradability rules and help brands capture eco-label premiums of about 15% while lowering aquatic toxicity.

What is driving online sales of detergents and surface cleaners?

Subscription services and predictive replenishment algorithms are lifting e-commerce revenue at a 9.1% CAGR by reducing stock-out risk for consumers.

Which regions are expected to post the fastest growth?

The Middle East and Africa region is projected to expand at 6.65% per year through 2031, lifted by healthcare construction and hygiene campaigns.