

Household Cleaners Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Household Care, Cleaning & Home Living (Consumer Goods & Service S)
> **Source:** https://www.mordorintelligence.com/industry-reports/household-cleaners-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 170.47 billion
Projected Forecast (2031)	USD 170.47 billion
Growth Rate (CAGR)	4.63 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Household Cleaners industry] (images/chart_2.png)

! [Household Cleaners Market (2025 - 2030)] (images/chart_3.png)

! [Household Cleaners Market: Market Share by Product Type, 2025] (images/chart_4.png)

! [Household Cleaners Market: Market Share by Form, 2025] (images/chart_5.png)

! [Household Cleaners Market: Market Share by Formulation, 2025] (images/chart_6.png)

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! [Household Cleaners Market CAGR (%), Growth Rate by Region] (images/chart_8.png)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period

2021 - 2031

Market Size (2026)

USD 170.47 Billion

Market Size (2031)

USD 213.76 Billion

Growth Rate (2026 - 2031)

4.63 %

Fastest Growing Market

Europe

Largest Market
|

Asia Pacific
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Household Cleaners Market Analysis by Mordor Intelligence

The household cleaners market size in 2026 is estimated at USD 170.47 billion, growing from 2025 value of USD 162.93 billion with 2031 projections showing USD 213.76 billion, growing at 4.63% CAGR over 2026-2031. The pandemic heightened hygiene awareness, ensuring essential cleaning items remain staples on shopping lists, even amidst tighter household budgets. This trend is further bolstered by rising health concerns, notably malaria and dengue. For instance, the World Health Organization reported in 2023 that the Western Pacific region saw approximately 1.75 million malaria cases, with Nigeria alone representing 30.9% of global malaria deaths[1]Source: World Health Organization, "World Malaria Report 2024", who.int. Moreover, leading brands are now incorporating probiotic and plant-based formulas, meeting both efficacy and sustainability demands, allowing premium brands to maintain their price points. While Asia-Pacific leads in volume demand, Europe is making swift strides, propelled by stringent biodegradability laws favoring concentrated, low-impact surfactants. The rise of online retailers, subscription models, and smart home devices is not only ensuring predictable replenishment cycles but also strengthening consumer-brand loyalty.

Key Report Takeaways

- * By product type, laundry care accounted for 62.58% of the household cleaners market share in 2025, while dishwashing products recorded the highest projected CAGR at 6.08% through 2031.
- * By form, liquids led with 38.12% revenue share in 2025; powders are forecast to expand at a 6.15% CAGR to 2031, driven by value-seeking shoppers in emerging economies.
- * By formulation, synthetic offerings retained a 77.15% share in 2025, but natural/organic products are growing at a 6.39% CAGR as eco-labels gain trust.
- * By distribution channel, supermarkets and hypermarkets accounted for 46.55% of the household cleaners market size in 2025, while online retail is projected to advance at a 6.27% CAGR through 2031.
- * By geography, Asia-Pacific commanded a 30.92% share in 2025; Europe exhibits the quickest regional CAGR at 6.03% to 2031, thanks to regulatory tailwinds.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Household Cleaners Market*

Driver
(~) % Impact on CAGR Forecast
Geographic Relevance
Impact Timeline

Heightened hygiene and sanitation awareness

+1.2%
|

Global,
with peak impact in Asia-Pacific and North America
|

Medium
term (2-4 years)
|

Demand for eco-friendly and sustainable products

|

+0.9%
|

Europe
and North America core, expanding to Asia-Pacific
|

Long
term (≥ 4 years)
|

Product innovation and specialty cleaners

|

+0.8%
|

Global,
led by developed markets
|

Medium
term (2-4 years)

|

Technological integration in cleaning devices

|

+0.6%
|

North
America and Europe, with gradual Asia-Pacific adoption

|

Long
term (≥ 4 years)

|

Public health campaigns and awareness drives

|

+0.7%
|

Global,
government-led initiatives

|

Short
term (≤ 2 years)

|

Premiumization trend

|

+0.5%
|

Developed
markets, urban centers in emerging economies

|

Medium
term (2-4 years)

|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The global household cleaners market is moderately consolidated and primarily driven by major multinational corporations, including Procter & Gamble (P&G), Unilever, Reckitt Benckiser, SC Johnson & Son, Inc., The Clorox Company, and Henkel AG & Co. KGaA. These industry leaders leverage their extensive brand portfolios, vast distribution networks (spanning physical retail and growing e-commerce platforms), and robust research and development capabilities to maintain and expand their market shares. A central strategy for growth is continuous product innovation focused on efficacy, convenience, and health-consciousness. For example, in 2025, P&G launched Tide Power PODS with Downy, offering 50% more cleaning power than their original liquid detergent, and the Cascade Platinum Plus pods, designed to eliminate the need for pre-rinsing dishes. P&G also introduced innovations in 2024, such as the Mr. Clean Magic Eraser Ultra Foamy and Magic Eraser Ultra Thick, addressing the need for powerful and convenient multi-surface cleaning solutions. Concurrently, Unilever introduced the Home Care innovation Persil Wonder Wash (also known as OMO/Surf Excel), a liquid laundry detergent specifically engineered for rapid, short-cycle washes (as quick as 15 minutes) and cold washes, in response to consumer demand for speed and energy efficiency.

Another critical growth strategy is a strong emphasis on sustainability and ingredient transparency. Companies are increasingly investing in the development of eco-friendly, natural, and organic products with biodegradable ingredients and sustainable, often refillable, packaging to appeal to environmentally conscious consumers. In a significant move in April 2025, Unilever launched Cif Infinite Clean, an all-in-one cleaner that uses pioneering bioscience technology and probiotics to offer a longer-lasting clean, available with 'Re-load' packs that reduce plastic waste. SC Johnson continues its focus on this area, highlighting in its 2024 report that over 99% of Windex PET bottles in North America are made from post-consumer recycled (PCR) resins.

Beyond innovation, major players also engage in strategic portfolio management and geographical expansion. In July 2024, Reckitt Benckiser announced plans to offload a portfolio of non-core home care brands by the end of 2025 (now called "Essential Home," including Air Wick and Cillit Bang) to sharpen its focus on its high-growth health and hygiene power brands, such as Lysol and Harpic. Mergers, acquisitions, and strategic partnerships (such as Unilever's collaboration with Samsung on laundry solutions) are also common tactics to expand product lines and improve operational efficiencies. Smaller, niche players specializing in green cleaning solutions, such as Seventh Generation and Method (owned by SC Johnson), continue to gain market share, further driving the competitive dynamics. Overall, the market is highly dynamic, driven by urbanization, increased disposable incomes, and the growth of e-commerce, forcing companies to continuously adapt their strategies to evolving consumer preferences.

Household Cleaners Industry Leaders

*

Henkel AG & Co. KGaA

*

Reckitt Benckiser Group plc

*

Procter & Gamble Co.

*

Unilever plc

*

S. C. Johnson & Son Inc.

*

*Disclaimer: Major Players sorted in no particular order

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Scope Methodology P Space

For this methodology, the household cleaners market is the revenue generated from consumer cleaning products used inside homes to clean laundry, dishes, toilets, and household surfaces, across offline and online retail channels.

Scope exclusions: We exclude professional janitorial chemicals bought mainly for commercial facilities and industrial cleaning uses.

Segmentation Container

*

By Product Type

*

Dishwashing

*

Laundry Care

*

Surface Care

*

Toilet Care

*
By Form

*
Liquids

*
Powders

*
Bars

*
Others

*
By Formulation

*
Synthetic

*
Natural/Organic

*
By Distribution Channel

*
Supermarkets & Hypermarkets

*
Convenience Stores

*
Online Retail Stores

*
Other Retail Channels

*
By Geography

*
North America

*
United States

*
Canada

*
Mexico

*
Rest of North America

*
South America

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Brazil

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Argentina

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Colombia

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Chile

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Venezuela

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Rest of South America

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Europe

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United Kingdom

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Germany

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France

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Italy

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Spain

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Sweden

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Belgium

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Poland

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Netherlands

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Rest of Europe

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Asia-Pacific

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China

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Japan

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India

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Thailand

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Singapore

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Indonesia

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South Korea

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Australia

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New Zealand

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Rest of Asia Pacific

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Middle East and Africa

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South Africa

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Nigeria

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Egypt

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Morocco

*
Turkey

*
Rest of Middle East and Africa

Frequently Asked Questions

What is the current value of the household cleaners' market?

Global sales reached USD 170.47 billion in 2026 and are on pace to hit USD 213.76 billion by 2031.

Which product segment is growing fastest?

Dishwashing cleaners are expanding at a 6.08% CAGR through 2031, outpacing all other product categories.

Why are natural and organic cleaners gaining share?

Consumer demand for eco-labels and health-oriented ingredients is pushing natural formulas to a 6.39% CAGR, narrowing the gap with synthetics.

How are online channels affecting distribution?

Online retail, including subscription programs, is rising at a 6.27% CAGR and is projected to account for about one-quarter of category sales by 2031.

Which region shows the highest future growth?

Europe leads future expansion with a 6.03% CAGR, driven by stringent biodegradability laws and premium product preferences.

What is the main regulatory challenge facing manufacturers?

Expanding packaging-waste rules and PFAS bans require costly material substituti

ons and create compliance hurdles, especially for smaller brands.