

Natural Household Cleaners 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/natural-household-cleaners-market
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
:---	:---
Base Market Size	USD 39.16 billion
Projected Forecast (2031)	USD 39.16 billion
Growth Rate (CAGR)	4.67 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

![Natural Household Cleaners Market (2026 - 2031)](images/chart_3.png)

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

![Natural Household Cleaners Market: Market Share by Distribution Channel](images/chart_5.png)

![Natural Household Cleaners Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Natural Household Cleaners Market](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period

|

2021 - 2031

|

Market Size (2026)

|

USD 39.16 Billion

|

Market Size (2031)

|

USD 49.19 Billion

|

Growth Rate (2026 - 2031)

|

4.67 %

|

Fastest Growing Market

|

Asia-Pacific

|

Largest Market
|

North America
|

Market Concentration
|

Low
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Natural Household Cleaners Market Analysis by Mordor Intelligence

The natural household cleaners market size is expected to grow from USD 37.23 billion in 2025 to USD 39.16 billion in 2026 and is forecast to reach USD 49.19 billion by 2031 at a 4.67% CAGR over 2026-2031. This growth reflects increasing consumer concerns about chemical exposure in indoor environments, which have evolved from a niche health issue to a mainstream purchasing factor. Both multinational home care companies and direct-to-consumer (DTC) brands are reformulating their product portfolios to include bio-based surfactants, probiotic agents, and concentrated waterless formats. This innovation expands the market scope beyond traditional "natural" brand claims.

Key Report Takeaways

- * By product type, surface cleaners held 43.35% of the natural household cleaners market in 2025, while laundry care products are projected to expand at a 4.94% CAGR from 2026 to 2031.
- * By form, liquid accounted for 37.65% of the natural household cleaners market size in 2025, while powder is forecast to grow at a 4.89% CAGR through 2031.
- * By distribution channel, supermarkets/hypermarkets accounted for 48.23% of the natural household cleaners market share in 2025, while online retail stores is expected to grow at a 5.85% CAGR from 2026 to 2031.
- * By geography, North America captured 36.04% of the natural household cleaners market in 2025, while Asia-Pacific is set to record the fastest regional CAGR of 5.05% through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Natural Household Cleaners Market*

Driver |

(~) % Impact on CAGR Forecast |

Geographic Relevance |

Impact Timeline |

Growing consumer awareness regarding harmful chemicals in conventional cleaners

|

+1.2%
|

Global, highest intensity in North America, Germany, France, and urban Asia-Pacific
|

Short term (≤ 2 years)

Rising preference for eco-friendly and biodegradable products

|

+0.9%

European Union core, with spillover to North America and urban Asia-Pacific

Medium term (2-4 years)

Growing popularity of plant-based ingredients

|

+0.8%
|

Global, with R&D centered in Europe and the United States and adoption accelerating in Japan and India
|

Medium term (2-4 years)
|

Expansion of e-commerce and direct-to-consumer green brands

|

+0.7%
|

North America and Asia-Pacific, with China, India, and Southeast Asia leading direct scale
|

Short term (≤ 2 years)
|

Rising demand for multi-functional natural cleaning products

|

+0.4%
|

North America and Europe
|

Medium term (2-4 years)

Growth of allergy-sensitive and fragrance-free cleaning solutions

|

+0.3%

North America and Northern and Central Europe

Long term (≥ 4 years)

Source: Mordor Intelligence

Competitive Landscape

Competitive Landscape

The natural household cleaners market is fragmented and evolving rapidly as the gap between traditional cleaning product manufacturers and eco-focused brands continues to narrow. Established consumer goods companies are increasingly investing in green cleaning technologies, such as probiotic, enzyme-based, and bio-surfactant formulations, to enhance their position in the sustainable cleaning segment. Their large-scale manufacturing capabilities, extensive retail distribution networks, and significant investment capacity enable quicker commercialization of innovative natural cleaning solutions. Concurrently, the market is experiencing accelerated product innovation aimed at improving cleaning efficiency, reducing environmental impact, and addressing the growing consumer demand for safer and biodegradable household products.

Emerging and digitally native brands are intensifying competition by focusing on direct consumer engagement, rapid product development cycles, and transparency-driven marketing strategies. Many smaller brands are expanding beyond online platforms to secure placements in mainstream retail channels, thereby increasing their accessibility to a wider consumer base. Competitive differentiation is increasingly centered on clean-label formulations, environmentally responsible sourcing, recyclable packaging, and detailed ingredient disclosure. Additionally, brands are leveraging sustainability certifications, lifecycle transparency initiatives, and educational campaigns to build consumer trust and enhance product credibility in an increasingly competitive market.

The institutional and professional cleaning segment is emerging as a significant competitive opportunity within the natural household cleaners market. Advancements in high-performance biodegradable formulations and naturally derived antimicrobial technologies are enabling eco-friendly products to meet cleaning standards. Simultaneously, stricter regulatory oversight related to antimicrobial product compliance and environmental safety is increasing operational and documentation requirements across the industry. Consequently, companies are investing in supply chain traceability, carbon footprint reporting, and sustainability-focused procurement systems to enhance their competitiveness in both consumer and institutional cleaning markets.

Natural Household Cleaners Industry Leaders

*

SC Johnson

*

Earth Friendly Products (ECOS)

*

Unilever

*

Procter & Gamble

*

The Clorox Company

*

*Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Natural Household Cleaners Market Report Scope

By Product Type

Surface Cleaners
|

Bathroom cleaners
|

|

Kitchen cleaners
|

|

Glass & window cleaners

|

|

Floor cleaners

|

|

Others

|

Laundry Care Products

|

Liquid detergents

|

|

Powders

|

|

Pods/tablets/sheets

|

|

Others

|

Dishwashing Products

|

Hand dishwashing liquids

|

|

Dishwasher tablets/pods/powders

|

Air Care and Freshening Products
|

Others
|

Segmentation Accordion Item
By Geography

North America
|

United States
|

|

Canada
|

|

Mexico
|

|

Rest of North America

|

Europe

|

United Kingdom

|

|

Germany

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France

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|

Italy
|

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Spain
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|

Rest of Europe
|

Asia-Pacific
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China
|

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Japan
|

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India

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South Korea

|

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Australia

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Rest of Asia-Pacific

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South America
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Brazil
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|

Argentina
|

|

Colombia
|

|

Rest of South America
|

Middle East and Africa
|

Saudi Arabia
|

|

South Africa
|

|

United Arab Emirates
|

|

Rest of Middle East and Africa
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Frequently Asked Questions

What is the current size of the natural household cleaners market?

The natural household cleaners market stands at USD 39.16 billion in 2026 and is forecast to reach USD 49.19 billion by 2031 at a 4.67% CAGR.

Which product category leads sales in natural household cleaners?

Surface cleaners led with 43.35% share in 2025 because they cover high-frequency household uses such as kitchen, bathroom, and glass cleaning.

Which segment is growing fastest through 2031?

Laundry care is the fastest-growing product type with a 4.94% CAGR, supported by pods, tablets, and sheet-based concentrated formats.

Why is online retail gaining importance in this space?

Online retail is projected to grow at a 5.85% CAGR because refill programs, subscriptions, and concentrated formats work well in digital commerce.