

# Global Household Cleaning Agents Market [+DECIDE Model] | Growth Prospects By 2033

*Global Household Cleaning Agents Market was valued at USD 250.52 Billion in 2023. It is expected to reach USD 392.79 Billion by 2033. CAGR of 4.6% 2023-2033.*

NEW YORK, CITY, NEW YORK, UNITED STATES, January 16, 2023

/EINPresswire.com/ -- Global

[Household Cleaning Agents Market](#)

was valued at USD 250.52 Billion in 2023. It is expected to reach USD 392.79 Billion by 2033. This market will grow at a compound annual rate CAGR of 4.6% during the forecast period

2023-2033. This is due to consumers' increasing awareness of hygiene. In addition, the demand for household cleaners is expected to rise due to the constant development in this sector. Consumers need to practice good hygiene at home to avoid health problems such as Buruli ulcers and diarrhea.

The Household Cleaning Agents market is made up of all sales by Household Cleaning Agents, whether they are sold by organizations, sole traders, partnerships, or other entities. These Household Cleaning Agents can be used to clean dirt from surfaces, including dust, stains, and bad smells. These products include laundry detergents and surface cleaners as well as dishwashing products and toilet cleaners. These products can be used to clean hard or soft surfaces within the home. These products are packaged in easily identifiable bottles, sachets, and other forms that have different colors and scents.

Request A Sample copy to learn more about this report: <https://market.us/report/household-cleaning-agents-market/request-sample/>

Growing Demand

The growing use of household cleaners, including surface and kitchen cleaners, is driving the



market for Household Cleaning Agents. This is due to the increasing number of households and nuclear families as well as growing awareness about hygiene and disposable income and the health benefits of a clean environment. Cleaning products are effective in cleaning the house and prevent bacteria, germs and viruses from causing infections and skin allergies. The global Household Cleaning Agents market has seen significant growth due to an increase in standard of living and household income, as well as increased participation by women in the workforce.

The increasing adoption of advanced machines such as washing machines and dishwashers has played a significant role in driving the global demand for cleaning products like laundry detergents and dishwasher detergents. The market has seen a significant increase in recent years due to the easy access and growing penetration of brand cleaning products via online and offline retail outlets. Market growth is expected to be driven by the increased importance of disinfecting and sanitizing due to the COVID-19 pandemic that erupted in 2020. Market growth is expected to be boosted by the rising incidence of skin allergies and allergies caused by dust and other infectious diseases in an unhygienic environment.

### Driving Factors

The Market is growing because of the increasing demand for natural products

Our culture is influenced heavily by chemicals. Many people now gravitate towards natural and green products, which are eco-friendly, soft on the skin, and gentle on the environment. The demand for natural and green products is high all over the globe, which has led to the industry's rapid growth. The rising environmental awareness is the main reason for the growing demand of natural and green products. This has led to a shift in the market, where people are willing to pay more for organic and natural products that help the environment.

In the future, it is expected that people will spend less time cleaning their homes and pay more for the right products. This will help drive the market.

Buy the Report @ [https://market.us/purchase-report/?report\\_id=67257](https://market.us/purchase-report/?report_id=67257)

### Key Market Segments

#### Type

- Surface cleaners
- Specialty cleaners
- Bleaches

#### Application

- Bathroom cleaners

Kitchen cleaners  
Floor cleaners  
Fabric care

Key Market Players included in the report:

Clorox  
Colgate-Palmolive Company  
Church and Dwight  
Henkel  
The Dial Corporation  
Kao Corporation  
Procter and Gamble Company  
Reckitt Benckiser  
Johnson & Johnson  
Unilever

Restraining Factors

Market growth is limited by a lack of customer retention and product differentiation

Individual preferences for product types are different and can be influenced by sociographic, demographic, and behavioral factors. Lifestyle standards and awareness are the main factors that influence consumer behavior. In today's market for household cleaners, it is difficult to retain consumer loyalty and product differentiation. People are drawn to new products and are less likely to stick with one brand or product. It is becoming increasingly difficult for small and medium-sized companies to keep up with the changing trends and consumer preferences. These issues are limiting the market growth.

Key Market Trends:

To Influence Market Growth, Full Disclosure of Ingredients is Required on Labels

It is becoming more common to provide information about the product's components. In 2010, the Consumer Product Ingredient Communications Initiative was established. Companies began sharing information about the product's contents, including household care products, floor cleaners, air care products, and household products. Buyers want to know the chemicals in cleaning products, and how trustworthy they are. They also want to be able to see the supply chains and transparency of end products. Consumers often compare the ingredients of products and the risks associated to specific components. Companies are now displaying ingredients in order to increase consumer confidence, as word-of-mouth advertising is an important component of Household Cleaning Agents marketing.

## Key Developments:

In September 2021, Unilever unveiled a US\$ 1 Mn clean future strategy to fundamentally change the way of cleaning, and how laundry products are created, manufactured, and packaged. The company is aiming to achieve net-zero greenhouse gas emissions from its products by 2039.

In February 2020, Procter & Gamble (P&G), a manufacturer of major brands such as Bounty, Charmin, and Febreze, launched a new line of disinfectant products, Microban 24. Microban 24 is available in three different modes: cleaning spray, a multi-purpose cleaner, and bathroom cleaners. A new type of home antibacterial sanitizing product claims to keep the area protected from germs for 24 hours when used as directed.

## Our Reports:

Global Closed Drug Transfer Systems Market 2023-2033 Trends And Forecast Analysis

<https://the-market.us/report/closed-drug-transfer-systems-market/>

Global Cat Allergy Market Key Players & Growth Rate 2023-2033

<https://the-market.us/report/cat-allergy-market/>

Global Diagnostic Biomarker Market Know The Market Driving Factors 2023-2033

<https://the-market.us/report/diagnostic-biomarker-market/>

Global Cartilage Regeneration Market Manufacturers, Countries, Type And Application,

<https://the-market.us/report/cartilage-regeneration-market/>

Global Decentralized/POC Coagulation Testing Market Advancements To Watch Out For 2033

<https://the-market.us/report/decentralized-poc-coagulation-testing-market/>

Global Chemical Pharmaceutical Market To Expand With Significant CAGR During 2023-2033

<https://the-market.us/report/chemical-pharmaceutical-market/>

Global Antibacterial Washcloth Market To Observe Strong Development By 2033

<https://the-market.us/report/antibacterial-washcloth-market/>

Global Holmium Laser Lithotripsy Devices Market Rugged Expansion Foreseen By 2033

<https://the-market.us/report/holmium-laser-lithotripsy-devices-market/>

Global Hidradenitis Suppurativa Treatment Market Size Will Grow Profitably In The Near Future

<https://the-market.us/report/hidradenitis-suppurativa-treatment-market/>

Global LASIK Eye Surgery Market To Register A Stout Growth By 2023-2033

<https://the-market.us/report/lasik-eye-surgery-market/>

Global Avascular Necrosis Market To Incur Rapid Extension During 2023-2033

<https://the-market.us/report/avascular-necrosis-market/>

Communication contact:

Global Business Development Teams - Market.us

The-Market.us (Powered By Prudour Pvt. Ltd.)

Send Email: [inquiry@market.us](mailto:inquiry@market.us)

Address: 420 Lexington Avenue, Suite 300 New York City, NY 10170, United States

Tel: +1 718 618 4351

Website: <https://market.us>

Tajammul Pangarkar

Prudour Pvt Lmt

+1 857-445-0045

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/611522213>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.