

# Household Cleaners Market to Reach \$53.3 Billion, Globally, by 2031 at 4.6% CAGR

*number of households, and the requirement of cleaning products in households to maintain a clean and healthy environment*

PORTLAND, 5933 NE WIN SIVERS DRIVE, #205, OR 97220U, UNITED STATE, July 19, 2024 /EINPresswire.com/ -- Allied Market Research published a report, titled, "[Household Cleaners Market](#) by Type (Surface Cleaner, Glass Cleaner, Toilet Bowl Cleaner, Specialty Cleaners, Bleaches, and Other), by Application (Kitchen Cleaners, Bathroom Cleaners, Fabric Care, and Floor Cleaners), by Distribution Channel (Online and Offline): Global Opportunity Analysis and Industry Forecast, 2021-2031." According to the report, The global household cleaners market size was valued at \$34.1 billion in 2021 and is projected to reach \$53.3 billion by 2031, growing at a CAGR of 4.6% from 2022 to 2031.

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## Prime determinants of growth

The global household cleaners market is experiencing growth due to factors such as rise in demand for household cleaners, increase in the number of households, and the requirement of cleaning products in households to maintain a clean and healthy environment. On the other hand, Oil-based degreasers are harmful to the groundwater as these are toxic chemicals and sometimes can contribute to the formation of smog. Therefore, a rise in awareness regarding environmental concerns and global warming issues among consumers is expected to hinder the growth of the market. Nevertheless, an increase in demand for organic cleaners is expected to create lucrative opportunities for new entrants in the upcoming years.

## Covid-19 scenario:

The outbreak of COVID-19 posed multiple challenges for the household cleaners industry. For instance, in the severely affected countries, their retail and production activities were suspended. Strict lockdown policies and a certain degree of restrictions were applied with multiple time duration across several countries and geographical areas.

Players who are sourcing materials locally are in a much better position. With changing global dynamics and high volatility in the market, the overall impact of coronavirus remained highly uncertain.

During the pandemic, a sudden rise in the consumption of cleaning products was observed in households. This was due to the increased awareness regarding the importance of cleaning and hygiene maintenance to prevent the spread of the COVID-19 virus.

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The surface cleaner segment to maintain its leadership status throughout the forecast period

By type, the surface cleaner segment held the highest market share in 2021, accounting for nearly one-third of the global household cleaners market, and is estimated to maintain its leadership status throughout the forecast period. With growing awareness of the importance of cleanliness and hygiene, consumers are increasingly seeking effective cleaning products that can keep homes and workplaces clean and germ-free. The recent COVID-19 pandemic has heightened consumers' concerns about the spread of infectious diseases. However, the glass cleaner segment is projected to portary the fastest CAGR of 5.4% from 2022 to 2031. .

The floor cleaners segment to retain its dominance by 2031

By application, the floor cleaners segment held the major share in 2021, generating more than two-fifths of the global household cleaners market, and is estimated to maintain its leadership status throughout the forecast period. The extensive demand for wood and tile floor cleaners among households is a primary factor boosting the sales of household floor cleaners. With the increase in number of households, the demand for household cleaners is rising simultaneously in developing as well as developed countries. The fabric care segment, on the other hand would portarya the fastest CAGR of 5.2% from 2022 to 2031.

An offline segment to maintain its leadership status throughout the forecast period

By distribution channel, the offline segment accounted for more than four-fifths of the global household cleaners market revenue in 2021 and is projected to rule the roost by 2031. Hypermarkets & supermarkets, specialty stores, convenience stores, and other small retail stores all fall within the offline section. Manufacturers consistently work to improve their products' shelf visibility; as a result, they focus mostly on offline sales. As a result, a larger selection of household products, including household cleaning products, is offered offline. On the contrary, the online segment would display the fastest CAGR of 5.6% during the forecast period.

Asia-Pacific to maintain its dominance by 2031

Based on region, Asia-Pacific held the highest market share in terms of revenue in 2021, accounting for nearly two-fifths of the global household cleaners market, and is estimated to maintain its leadership status throughout the forecast period. Asia-Pacific is expected to grow at the fastest rate in the forthcoming years. The region serves as a lucrative market for household cleaners owing to an increase in awareness about the importance of maintaining a clean and

hygienic home environment. Moreover, the region is characterized by emerging economies such as India and China with a high population base, which makes it a potential market for household cleaners. On the other hand, LAMEA region, is estimated to portray the highest CAGR of 5.1% from 2022 to 2031.

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### Leading Market Players

Church & Dwight Co. Inc.  
Colgate-Palmolive Co.  
Godrej Consumer Products Ltd.  
Henkel AG & Co. KgaA  
Kao Corp.  
Reckitt Benckiser Group PLC  
S. C. Johnson & Son Inc.  
The Procter & Gamble Company.

The report analyzes these key players in the global household cleaners market. These players have adopted various strategies such as expansion, new product launches, partnerships, and others to increase their market penetration and strengthen their position in the industry. The report is helpful in determining the business performance, operating segments, developments, and product portfolios of every market player.

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