

U.S. Cleaning Products Market Projected Expansion to \$2.89 Billion Market Value by 2030 with a 4.1% CAGR

The U.S. cleaning products market is projected reach \$2,898.5 million by 2030, registering a CAGR of 4.1% from 2021 to 2030

WILMINGTON, DE, UNITED STATES, September 23, 2024 /EINPresswire.com/ -- The [U.S.](#) cleaning

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The broom segment accounted for the highest U.S. cleaning products market share in 2020, and brushes was the fastest growing type with a CAGR of 4.6% between the years 2021 and 2030.

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products market has experienced steady growth over the years, driven by heightened awareness of hygiene, increasing consumer demand for eco-friendly products, and the expansion of the e-commerce sector. With the outbreak of the COVID-19 pandemic, the demand for cleaning products surged as consumers and businesses prioritized sanitation and cleanliness. This trend has continued post-pandemic, with a lasting shift in consumer habits and preferences for health and cleanliness.

This report delves into the key trends, growth drivers, market segmentation, challenges, competitive landscape, and the future outlook for the [U.S. cleaning products](#)

[market](#).

Market Overview

The U.S. cleaning products market was valued at \$1,957.9 million in 2020, and is projected reach \$2,898.5 million by 2030, registering a CAGR of 4.1% from 2021 to 2030. The market encompasses a wide range of products, including household cleaning agents, surface disinfectants, laundry detergents, dishwashing products, and specialized cleaners for industrial use.

Key Statistics (2021-2030 Forecast)

Market Size (2021): \$2,898.5 million

Estimated CAGR: 4.1% (2021-2030)

Market Size (2030): \$2.89 billion

Growth Drivers

1. Increased Health and Hygiene Awareness

The COVID-19 pandemic drastically altered consumer attitudes towards cleanliness, resulting in a long-term increase in demand for cleaning products. Consumers continue to prioritize home hygiene, focusing on disinfectants and multi-purpose cleaners that promise germ and virus protection.

2. Rising Demand for Eco-Friendly and Natural Products

There is a growing trend toward sustainability, with consumers increasingly favoring cleaning products made from natural, biodegradable ingredients. Products free from harsh chemicals and single-use plastics, as well as packaging innovations, are gaining momentum. The rise of green cleaning products aligns with increasing consumer concerns about environmental impact, encouraging brands to develop non-toxic, plant-based formulations.

3. Growth of E-Commerce and Direct-to-Consumer Channels

The growth of online shopping, especially during the pandemic, has permanently altered how cleaning products are purchased. E-commerce platforms like Amazon, Walmart, and Target have become major distribution channels for both large brands and niche eco-friendly products. Direct-to-consumer (DTC) subscription models have also gained popularity, allowing consumers to have cleaning products delivered to their homes regularly.

4. Innovation in Product Formats and Convenience

Consumers are seeking convenience, leading to a rise in the popularity of innovative cleaning product formats such as cleaning wipes, pods, sprays, and concentrated cleaners. Pre-measured laundry and dishwasher detergent pods, for example, offer ease of use and mess-free application. These innovations cater to time-pressed consumers looking for quick and efficient cleaning solutions.

5. Industrial and Commercial Demand

In addition to household products, there is a significant market for cleaning products in commercial sectors such as hospitality, healthcare, and transportation. Businesses, particularly in industries that were heavily impacted by the pandemic, are investing in high-quality cleaning and disinfecting solutions to ensure the safety of customers and employees.

Market Segmentation

The U.S. cleaning products market can be segmented by product type, distribution channel, and region.

1. By Product Type

Surface Cleaners: Including sprays, wipes, and liquids used for cleaning surfaces like countertops, floors, and walls. Surface disinfectants saw an unprecedented rise during the pandemic and continue to be a key product category.

Laundry Detergents: One of the largest segments, encompassing powder, liquid, and pod formulations. Liquid detergents are the most popular format due to their versatility and ease of use.

Dishwashing Products: Includes both manual dishwashing liquids and dishwasher detergents. Eco-friendly and fragrance-free options are becoming more common in this segment.

Toilet Cleaners: Products designed specifically for bathroom cleaning, including toilet bowl cleaners and shower sprays, are a stable part of the market.

Specialty Cleaners: Products targeting niche cleaning needs, such as pet stain removers, stainless steel cleaners, and car care products, also represent a growing segment.

2. By Distribution Channel

Offline Retail: Supermarkets, hypermarkets, drugstores, and mass merchandisers like Walmart and Target continue to dominate the cleaning products market, especially for impulse purchases.

Online Retail: E-commerce platforms and direct-to-consumer sales channels are rapidly growing. Online retailers like Amazon have become major players in the cleaning products market due to the convenience and ease of online shopping.

Subscription Services: Subscription models, where consumers receive regular shipments of cleaning products, are gaining traction, particularly in the eco-friendly space. Brands like Blueland and Grove Collaborative are capitalizing on this trend.

3. By Region

West Coast: The West Coast, particularly California, is a key market for eco-friendly cleaning products due to strong consumer interest in sustainability and green living.

Midwest: The Midwest remains a large market for traditional cleaning products, with significant sales in larger chain stores.

Southeast: This region is seeing a mix of demand for both mainstream and green cleaning products, with rising awareness around health and hygiene.

Competitive Landscape

The U.S. cleaning products market is competitive, with several large players dominating the landscape. Innovation in product formulation, eco-friendly credentials, and effective marketing strategies are essential for brands to differentiate themselves in this crowded market.

Leading Players:

Procter & Gamble (P&G): One of the largest global players in the cleaning products market, P&G owns well-known brands such as Tide, Dawn, and Swiffer. P&G has been investing heavily in sustainable product development and packaging innovations.

The Clorox Company: Known for its strong portfolio of disinfectant products, Clorox continues to be a leader in surface cleaners and bleach products, especially following the heightened demand during the pandemic.

SC Johnson: The company behind household brands like Windex and Pledge, SC Johnson has been focusing on eco-friendly and biodegradable product lines to meet the rising demand for sustainable cleaning solutions.

Unilever: Unilever's cleaning brands, including Seventh Generation, cater to environmentally conscious consumers. The company has placed sustainability at the forefront of its product

development strategy.

Reckitt Benckiser: The manufacturer of Lysol and Finish, Reckitt Benckiser benefited significantly from the increased demand for disinfectants and surface cleaners during the pandemic.

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Challenges

1. Price Sensitivity

While there is increasing demand for eco-friendly and premium cleaning products, many consumers remain price-sensitive, especially as inflation impacts household budgets. Brands need to balance innovation with affordability to appeal to a wide consumer base.

2. Sustainability Pressures

With growing consumer demand for sustainability, companies are under pressure to innovate with biodegradable, non-toxic formulations and eco-friendly packaging. Meeting these demands while maintaining product efficacy and affordability presents challenges for manufacturers.

3. Supply Chain Disruptions

The global supply chain continues to face challenges post-pandemic, particularly in the procurement of raw materials like chemicals and plastics. These disruptions can affect production timelines, product availability, and pricing.

4. Regulatory Challenges

Cleaning products are subject to strict government regulations, particularly concerning claims related to disinfection and the environmental safety of ingredients. Companies must navigate complex regulatory landscapes to ensure compliance while continuing to innovate.

Future Outlook

The U.S. cleaning products market is expected to grow steadily in the coming years, with sustainability, convenience, and hygiene remaining at the forefront of consumer preferences. Eco-friendly products, such as those with plant-based ingredients and minimal packaging, will continue to gain market share as consumers become more environmentally conscious.

In the future, sustainable packaging and refillable products will likely become more mainstream, driven by consumer demand and environmental legislation. For example, brands like Blueland and Grove Collaborative are already offering products in reusable packaging with refillable tablets, reducing the need for single-use plastics.

The continued growth of e-commerce and subscription services will further shape the market, offering consumers greater convenience and personalized purchasing experiences. Additionally, brands will increasingly turn to data-driven marketing and influencer partnerships to capture younger, digitally native consumers.

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Key Trends for Future Growth:

Expansion of eco-friendly and non-toxic product lines to meet sustainability demands.

Increased adoption of smart cleaning solutions, including automated and connected cleaning devices.

Greater use of sustainable packaging and reusable bottles, particularly for liquid products.

Growth in direct-to-consumer subscription models as consumers look for convenience in purchasing household essentials.

Conclusion

The U.S. cleaning products market offers vast opportunities for growth, particularly for brands that innovate around sustainability, convenience, and health. With consumers increasingly focused on cleanliness and hygiene, alongside growing concerns about the environment, companies that invest in eco-friendly formulations, efficient packaging, and smart delivery channels will thrive in this competitive market.

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