

# Online On-Demand Laundry Market Size Expected to Reach USD 129.59 Billion by 2032, with a CAGR of 19.56% | SNS Insider

*"Online On-Demand Laundry Market is experiencing rapid growth, as consumers prioritize convenience & seek services that fit seamlessly into their hectic lives"*

AUSTIN, TX, UNITED STATES, October 29, 2024 /EINPresswire.com/ -- The [Online On-Demand Laundry Market](#) Size was valued at USD 27 billion in 2023 and is expected to grow to USD 129.59 billion by 2032, reflecting a robust compound annual growth rate (CAGR) of 19.56% over the forecast period from 2024 to 2032.



The growth is mainly due to the rise in urban population, hectic lifestyles and rising demand for convenient washing services. With the craze to save time becoming a priority in today's world, there is an immense scope for both new and existing online on-demand laundry players.

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Rising smartphone usage and internet access drive online laundry services' growth, offering convenience with doorstep delivery.”

SNS Insider

The Rising Demand for Convenient and Sustainable Online On-Demand Laundry Services

The number of start-ups to deliver laundry service at a door step has been increased significantly in last few years as demand for online on-demand services are expanding. With ever-increasing urbanization and busier lifestyles, we

now live in the age of easy lifestyle services. It is a market with a diverse target, and the offer of practicality, quality and speed service appeals to busy executives all the way through families or even university students.

The demands of the online on-demand laundry services are increased billion for a couple of

years. With the rise of urbanization and hectic lifestyles, consumers are consistently searching for services that help to make their daily routine more convenient. This market strikes the perfect balance between convenience, variety and speed, making it ideal for working professionals as well as families and students.

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The rise of mobile apps has revolutionized interactions between consumers and laundry service providers, especially. Users can schedule pick-ups and drop-offs with just a few taps on their smartphone device, track their laundry in real-time, available to pay using various options. In addition, a growing understanding for environmentalism has led consumers to want eco-friendly detergents and energy-efficient machines.

To sum it up, this makes the online on-demand laundry market likely to grow exponentially following changing consumer preferences supported by technology growth and variety of service options that they provide. As the industry continues to evolve with consumer preferences, it will be crucial for stakeholders in this sector to keep track of these latest trends and ever-changing customer demands to truly succeed.

Major the Key Players of Online On-Demand Laundry Services Market

- CLEANLY
- com
- DRYV
- Edaixi
- FlyCleaners
- Ihateironing
- Laundrapp Ltd.
- PML Solutions Pvt. Ltd.
- Rinse Inc.
- LaundryWala & other players

Online On-Demand Laundry Market Segment Analysis:

By Service

The Laundry segment dominated the market, accounted for more than 45% of total revenue. The segment is driven by the changing consumer lifestyles, wherein the consumers prefer clean homes and clothes along with good health. As a result of increased customer demand for superior wash and dry-and fold- services. It could grow as everyone needs effective solutions for their laundry machines. The segment is driven by the changing consumer lifestyles, wherein the consumers prefer clean homes and clothes along with good health. The rise in environmental

awareness has resulted to the trend cold washing your garments, thus requiring low temperature and high-performance detergents. It helps consumers to choose to have this dedicated laundry used for the day-to-day wears.

The dry clean segment will witness the fastest growing market throughout the forecast period from 2024 to 2032. That is some modern clothes and articles of clothing can't be washed at home. Further, the vendors are using eco-friendly solvents and professional washmen along with technological advancements to help drive growth in market adoption for these services.

#### By Application

The Residential segment dominated the market, accounted for the more than 62% of total revenue, due to the fast-paced nature of urban life. With the rising health concerns of personal hygiene and cleanliness, consumer preference is shifting toward professional cleaning that has accelerated online laundry service. However, companies are joining the space as start-ups to capture disorganized market. By doing so, more of the residential segment growth is gaining rapid momentum along with a changing lifestyle in old age people who are often unable to do their own basic chores such as laundry services.

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Online On-Demand Laundry Market segmentation:

#### By Service

- Laundry Care
- Dry Clean
- Duvet Clean

#### By Application

- Residential
- Commercial

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#### Key Regional Development

North America dominated the segment, accounted for the largest revenue share more than 35.5%, largely due to a primarily because the growing share of health-conscious population is utilizing laundry services. Growing consumer expenditure on laundry care in U.S. is also contributing to the market growth. Asia Pacific, on the other hand is projected to register the

highest CAGR of 35.9% during 2024-2032. This quick rise has been due to the huge population in this region especially China and India. Increasing no of working people and busy work schedules is driving the adaption of convenient laundry services so quickly in India, that it supported a robust Online Laundry Market.

## Recent Developments

In 2023, CLEANLY improved the experience of using its mobile app — customer can now schedule services more effortlessly and keep a track on their laundry in real-time.

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