

Plant-Based Home Care Market is Projected to Reach at a USD 45.4 Billion by 2035 | Fact.MR Report

Plant-based home care market to double by 2035, driven by rising demand for eco-friendly, chemical-free cleaning products and sustainable packaging.

ROCKVILLE, MD , MD, UNITED STATES, June 30, 2025 /EINPresswire.com/ -- The global [plant-based home care market](#) is projected to grow significantly from USD 21.8 billion in 2025 to USD 45.4 billion by 2035, registering a compound annual growth rate (CAGR) of 7.6%. This growth represents an absolute dollar opportunity of USD 23.6 billion, propelled by increasing consumer demand for eco-friendly, chemical-free cleaning products.



Plant Based Home Care Market

This surge in demand is driven by a confluence of health, environmental, and lifestyle trends. Consumers are becoming more aware of the potential health risks posed by traditional chemical cleaners, prompting a shift toward plant-based alternatives that offer safer and more sustainable solutions. In parallel, growing concerns around climate change and plastic waste are driving adoption of biodegradable packaging and refillable product formats, while a heightened focus on ingredient transparency is reshaping product labeling and marketing strategies.

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Key Takeaways from Market Study:

The global plant-based home care market is projected to witness robust growth from USD 21.8 billion in 2025 to USD 45.4 billion by 2035, driven by increasing consumer awareness around chemical-free cleaning products and sustainable living practices. Over the forecast period of 2025 to 2035, the market is expected to register a compound annual

growth rate (CAGR) of 7.6%, indicating a strong and sustained demand for environmentally friendly home care alternatives across both developed and emerging regions.

The market is set to achieve an absolute dollar opportunity of USD 23.6 billion during this period, underpinned by rapid product innovation, growing penetration in online sales channels, and rising disposable incomes among health-conscious urban populations.

Tablets and capsules, known for their low environmental impact and consumer convenience, are anticipated to remain the fastest-growing formulation segment through 2035, gaining traction particularly among Millennials and Gen Z consumers.

Leading Players Driving Innovation in the Plant Based Home Care Market:

Prominent players in the market are Unilever, Procter & Gamble (P&G), Henkel AG & Co. KGaA, Reckitt Benckiser Group PLC, S.C. Johnson & Son, Inc., Kao Corporation, The Clorox Company, Delphis Eco, Spruce, Rooted Regimen, BlueLand, ATTITUDE, LAVANT Collective.

Key Drivers & Trends:

Rising consumer awareness of health risks linked to synthetic chemicals in home care products. Supportive global regulations limiting harmful ingredients and promoting green alternatives. Packaging innovations including refillable bottles, stand-up pouches, and zero-waste designs.

Regional Insights:

North America leads the global market due to advanced regulatory frameworks, consumer eco-awareness, and digital retail infrastructure.

East Asia, particularly China and Japan, is witnessing rapid growth driven by urbanization, rising disposable incomes, and lifestyle modernization.

Western Europe remains a stronghold for sustainability, supported by proactive environmental policies and a mature eco-conscious consumer base.

Expanding online retail and subscription models increasing accessibility and convenience.

Plant Based Home Care Market News:

Procter & Gamble reaffirmed its sustainability promise in April 2024 by further enriching its home care brands like Tide and Gain with plant-based, bio-derived actives. These launches echo P&G's greater environmental ambitions of lower carbon footprint and more sustainable consumer options worldwide.

During January 2024, Henkel Consumer Brands recognized Evonik as a leading innovation partner for its provision of plant-based softeners used in home care products. Such plant-based and renewable softeners replaced conventional petrochemical ones, furthering Henkel's objectives of providing eco-friendly, high-performance home care products with fewer environmental footprints.

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More Valuable Insights on Offer:

Fact.MR, in its new offering, presents an unbiased analysis of the global Plant-Based Home Care Market, presenting historical data for 2020 to 2024 and forecast statistics for 2025 to 2035.

The plant-based home care market is segmented by product type, including surface cleaners, dishwashing products, laundry care, air care, toilet cleaners, and others. By formulation, it includes liquid, powder, gel, tablets/capsules, and wipes. Based on ingredient source, it covers essential oils, plant extracts, coconut-based surfactants, ethanol, citrus-based, and enzyme-based formulas. Packaging types include refillable bottles, spray bottles, stand-up pouches, bulk containers, and zero-waste packaging.

Distribution channels are online retail, offline retail, and direct sales. By end user, it targets residential (urban households, eco-conscious families) and commercial users (hotels, schools, offices, cleaning services). Regions covered are North America, Latin America, Europe, East Asia, South Asia & Pacific, and the Middle East & Africa.

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This latest study by Fact.MR places the global [plant-based skincare products market](#) at US\$ 789.75 million in 2023 and projects it to secure a valuation of US\$ 1.62 billion by the end of 2033. Worldwide demand for plant-based skincare products is estimated to exhibit an increase at a healthy 7.5% CAGR over the next ten years,

The global [plant-based probiotics market](#) is set to reach a valuation of US\$ 890.1 million in 2022 and surge ahead at a CAGR of 6.7% to cross a market size of US\$ 1.7 billion by the end of 2032.

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