

# Carpet and Upholstery Cleaning Services Market Industry Trends, Demand and Growth Analysis and Forecasts 2025-2032

*Carpet and upholstery cleaning services revenue is expected to grow at a CAGR of 5.5% from 2025 to 2032, reaching nearly USD 89.37 Bn. by 2032.*

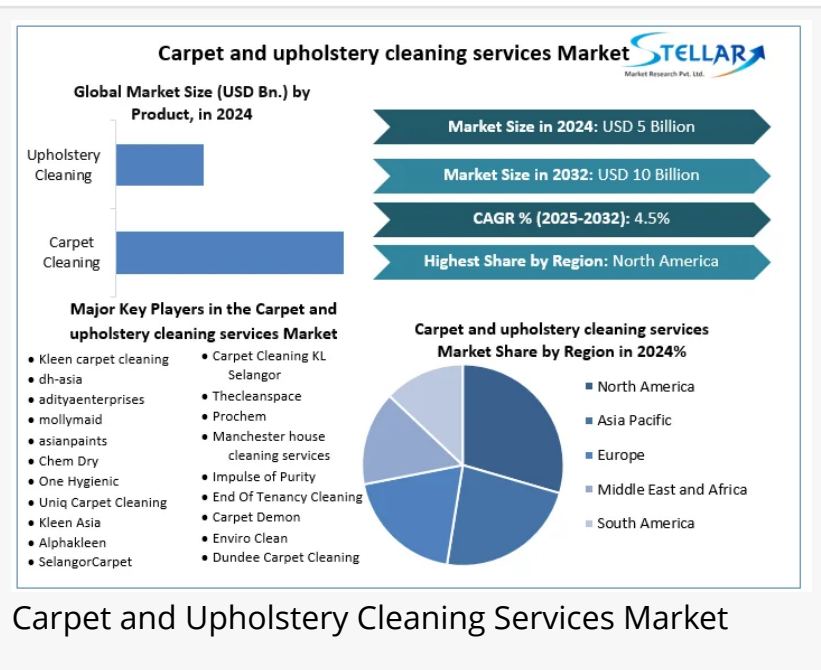
LOS ANGELES, CA, UNITED STATES, August 8, 2025 /EINPresswire.com/ -- Stellar Market Research examines the growth rate of the [Carpet and Upholstery Cleaning Services Market](#) during the forecasted period 2025-2032

The Carpet and Upholstery Cleaning Services Market is projected to grow at a CAGR of approximately 5.5% over the forecast period. The Carpet and Upholstery Cleaning Services Market was valued at USD 58.23 billion in 2024 and is expected to reach USD 89.37 billion by 2032. The carpet and upholstery cleaning market grows from many needs. Clean health concerns, big city growth, no time to clean, having pets, new tech, more hotels, rules on nature care, and more want for green, good work.

“

A cleaner home starts beneath your feet. Rising demand for carpet and upholstery cleaning reflects a growing focus on health, hygiene, and comfort in both living and working spaces.”

*Dharati Raut*



## Carpet and Upholstery Cleaning Services Market Overview

The Carpet and Upholstery Cleaning Services market is on the rise because more people are aware of the need to keep things clean, more people are moving to cities, and more houses and companies need these services. Main causes are worry about health, having pets, and boosts in the hotel and property businesses. Services use new, green ways such as cleaning with steam and hot water pulling.

Tech, like booking through apps and using machines that work by themselves, makes things easier. By keeping an eye on being eco-friendly and the quality of air inside, this market is likely to keep getting bigger in both home and work areas.

To know the most attractive segments, click here for a free sample of the report:

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## Carpet and Upholstery Cleaning Services Market Dynamics

### Drivers

#### Increased Awareness of Hygiene and Health

More people now know how bad dust mites, allergens, and bacteria in carpets and furniture can be for their health. This is making more people want pro cleaning. The COVID-19 outbreak made people care more about cleaning and the air inside buildings, pushing up the need for cleaning services all over the world. New tech like UV-C cleaning and better air flow are now common. These make homes and work places safer and keep the demand for cleaning services high for a long time.

#### Busy Lifestyles and Preference for Outsourced Cleaning

Busy lives and not much time have made more people want help for cleaning carpets and sofas. The rise of robot cleaners and app-based, pay-monthly plans bring ease and speed. People like pro deep cleans to save time, driving the market bigger as tech and quick-use sites make plans, paying, and tailoring service easy.

#### Urbanization and Expansion of Residential and Commercial Spaces

Fast city growth leads to more homes and work areas, making more people need carpet and seat cleaning to keep things clean and look good. The business side, with hotels and offices, leads this need. New gear like low-water machines and green products make cleaning better and eco-safe, backing up the big market rise. This comes from more people in cities and the trend of cleaning that cares for our planet.

### Restrain

#### Labor Shortages and High Turnover

Not enough workers and high worker loss in carpet and upholstery cleaning hurt service quality, speed, and raise hiring costs. The U.S. cleaning field is short by 350,000 workers. Fixes are higher pay, better training, flexible work times, and using tech. These moves cut down worker burnout,

keep more staff, and keep good, steady cleaning services even when staff numbers are low.

## Innovations and Developments

Technological innovation is a key factor propelling the Carpet and Upholstery Cleaning Services Market forward. Notable advancements include:

Methods like Encap and Envirodri cut down on water use and dry fast. They clean well and you can walk on carpets right away. This works great for work areas.

Steam cleaners use hot steam under high pressure to get rid of hard stains and clean spots with no strong chemicals. UV-C light kills germs, making carpets cleaner in places that need to stay very clean.

## Carpet and Upholstery Cleaning Services Market Segmentation

### By Product

By Product, the Carpet and Upholstery Cleaning Services Market is further segmented into Carpet Cleaning and Upholstery Cleaning. Carpet cleaning is dominating because it's widely used in homes and work spots, dealing with lots of feet and deep filth. Upholstery cleaning is on the rise, helped by more people caring about cleanliness. New ideas like dry methods, green ways, and mixed service plans are changing both areas, making them easy and better at cleaning.

### Carpet and Upholstery Cleaning Services Market Regional Analysis

Europe: Europe leads the carpet and upholstery cleaning market because of tight clean rules, green buyers, good work setups, and fast use of new clean tech. After the health crisis, the need for clean and green ways keeps pushing service work to grow in this area.

North America: North America ranks second in the carpet and upholstery cleaning market due to a lot of people using carpets, a high need for pro help, folks who care about their health, and fast moves to green, tech-led wash plans and franchise-style help.

Asia-Pacific: Asia-Pacific ranks third in carpet and upholstery cleaning due to fast city growth, higher money, more people knowing how to stay clean, more hotels, and the use of green, tech-based cleaning ways making the market bigger

To know the most attractive segments, click here for a free sample of the report:

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### Recent Developments:

Smart Cleaning Tech: Brands like Bissell and Hoover add smart sensors and links to their items. This lets users check from afar and lets AI make cleaning changes based on carpet kind and dirt amount.

Better Tools: Now, we see robot carpet cleaners and strong wet vacuums changing the carpet cleaning game. These make the cleaning steps work better and do more.

### Carpet and Upholstery Cleaning Services Market Competitive Landscape

The global and regional players in the Carpet and Upholstery Cleaning Services Market concentrate on developing and enhancing their capabilities, resulting in fierce competition. Notable players include:

Kleen carpet cleaning  
dh-Asia  
Aditya Enterprises  
Molly maid  
Asian Paints  
Chem Dry  
One Hygienic  
Uniq Carpet Cleaning  
Kleen Asia  
Alpha Kleen

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