

# Top 7 Household Cleaning Products Companies Worldwide

*The household cleaning products market will grow from USD 259.04 billion in 2023 to USD 379.76 billion by 2032 at a 4.4% CAGR, driven by eco-friendly demand.*

NY, UNITED STATES, September 19, 2025 /EINPresswire.com/ -- The global [household cleaning products market](#) is witnessing strong growth, driven by rising consumer awareness about hygiene, increasing urbanization, and the demand for sustainable and multipurpose cleaners. Cleaning products such as surface disinfectants, laundry detergents, dishwashing liquids, and specialized cleaners have become essential in daily life, ensuring health and safety across households. With changing lifestyles and heightened concern for hygiene, particularly after the COVID-19 pandemic, consumers are showing a strong inclination toward effective and eco-friendly cleaning solutions.

## Market Overview and Industry Takeways

The household cleaning products market has evolved from being a utility-driven sector to a dynamic industry shaped by consumer preferences, product innovations, and sustainability trends. The market size stood at USD 259.04 billion in 2023 and is projected to reach USD 379.76 billion by 2032, growing at a CAGR of 4.4% during 2025–2032.

Several factors contribute to this robust growth:

**Urbanization and Rising Disposable Income:** Increasing household income levels, especially in developing economies, are boosting the demand for premium and branded cleaning products.

**Hygiene Awareness:** A heightened focus on health and sanitation continues to drive the adoption of disinfectants and antibacterial cleaners.

## TOP 7 HOUSEHOLD CLEANING PRODUCTS COMPANIES WORLDWIDE

- 1 Procter & Gamble (P&G)
- 2 Unilever Plc
- 3 Reckitt Benckiser Group Plc
- 4 Henkel AG & Co. KGaA
- 5 Colgate-Palmolive Company
- 6 Church & Dwight Co., Inc.

Household Cleaning Products Market

**Eco-Friendly Demand:** Consumers are shifting toward natural and chemical-free products, creating opportunities for companies to launch green and sustainable alternatives.

**E-commerce Growth:** Online platforms are expanding consumer access to a wide range of cleaning products, driving sales across regions.

The industry's focus is gradually shifting from traditional formulations to innovative, eco-conscious, and technology-driven cleaning solutions that not only clean but also protect surfaces, extend durability, and reduce environmental impact.

Get the Free Sample Report: <https://www.fortunebusinessinsights.com/enquiry/request-sample-pdf/household-cleaning-products-market-103286>

### Top Companies in the Household Cleaning Products Market

The global market is dominated by multinational corporations that continuously innovate and expand their portfolios to meet evolving consumer needs. Below are some of the leading companies shaping the household cleaning products market:

#### 1. Procter & Gamble Co. (P&G)

P&G remains one of the most influential players in the cleaning products sector, with an extensive brand portfolio including Ariel, Tide, Mr. Clean, and Febreze. Known for its innovation-driven approach, the company invests heavily in research to introduce products with advanced cleaning technologies, stain-fighting power, and sustainable packaging. P&G is also strengthening its environmental commitments by promoting concentrated formulas that use less water and reduce carbon footprints.

#### 2. Unilever Plc

Unilever holds a strong position with globally recognized brands such as Surf, Comfort, and Domestos. The company has been actively transitioning toward eco-friendly and sustainable cleaning solutions by focusing on biodegradable ingredients and recyclable packaging. With a global presence, Unilever tailors its product offerings to match regional consumer preferences, ensuring strong growth across emerging and developed markets alike.

#### 3. Reckitt Benckiser Group Plc

Reckitt Benckiser is well-known for its hygiene and disinfection brands, including Lysol, Harpic, and Finish. The company played a major role during the pandemic, with Lysol becoming a household staple worldwide. Reckitt continues to invest in hygiene-driven innovation and is actively expanding its product lines to address consumer demand for convenience, safety, and superior performance. Its strategy also includes education campaigns around hygiene awareness to build brand trust.

#### 4. Henkel AG & Co. KGaA

Henkel operates with an established portfolio of brands such as Persil, Bref, and Pril. The

company is investing in advanced cleaning formulations with a strong emphasis on sustainability. Henkel's focus on green chemistry, smart packaging, and digital marketing strategies has enabled it to stay competitive. Its growing investments in emerging markets also highlight its efforts to capture new consumer segments.

#### 5. Colgate-Palmolive Company

Though widely recognized for oral care, Colgate-Palmolive also operates in the household cleaning products segment. The company offers solutions that blend cleaning efficiency with eco-conscious practices. With its focus on sustainability and global reach, Colgate-Palmolive is strengthening its presence in the eco-friendly cleaning product space, meeting the rising demand for natural and chemical-free alternatives.

#### 6. Church & Dwight Co., Inc.

Best known for its Arm & Hammer brand, Church & Dwight has carved a niche by promoting baking soda-based multipurpose cleaning solutions. The company emphasizes natural cleaning, affordability, and versatility, making its products highly appealing to cost-conscious yet health-aware consumers.

#### 7. Kao Corporation

A Japanese multinational, Kao Corporation has been expanding its global presence with environmentally responsible cleaning products. With a strong focus on innovation and sustainability, Kao is tapping into consumer preferences for high-performance yet safe cleaning solutions.

Speak to Analyst: <https://www.fortunebusinessinsights.com/enquiry/speak-to-analyst/household-cleaning-products-market-103286>

#### Frequently Asked Questions (FAQ)

Q1: What was the value of the household cleaning products market in 2023?

The market was valued at USD 259.04 billion in 2023.

Q2: How fast is the market expected to grow?

It is projected to expand at a CAGR of 4.4% from 2024 to 2032, reaching USD 379.76 billion by 2032.

Q3: Which companies dominate the household cleaning products market?

The market is led by major players such as Procter & Gamble, Unilever, Reckitt Benckiser, Henkel, Colgate-Palmolive, Church & Dwight, and Kao Corporation.

Q4: What are the main factors driving the growth of this market?

Key drivers include rising hygiene awareness, increasing demand for eco-friendly and natural cleaning products, urbanization, and growing disposable incomes.

Q5: What are the major trends shaping the future of the market?

Trends include green and sustainable cleaning solutions, concentrated and refillable products, premiumization, and the rise of e-commerce platforms.

Q6: Which regions show the strongest growth potential?

Asia Pacific is expected to record the fastest growth due to rapid urbanization and increasing awareness of hygiene, while North America and Europe will remain strongholds for innovation and premium products.

Q7: How has consumer behavior changed post-pandemic?

Consumers are more conscious about health and sanitation, leading to a surge in demand for disinfectants, antibacterial products, and eco-friendly cleaners.

Related Reports :

Liquid Waste Management Market : <https://www.fortunebusinessinsights.com/liquid-waste-management-market-102643>

3D Printing Materials Market : <https://www.fortunebusinessinsights.com/3d-printing-material-market-102296>

Automotive Composites Market : <https://www.fortunebusinessinsights.com/automotive-composites-market-102711>

Thermal Paper Market : <https://www.fortunebusinessinsights.com/thermal-paper-market-102811>

Agro Textiles Market : <https://www.fortunebusinessinsights.com/agro-textiles-market-102963>

Ashwin Arora

Fortune Business Insights™ Pvt. Ltd.

+1 833-909-2966

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/850249879>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.