



Industrial and Institutional Cleaning Products: Germany Market Analysis and Opportunities

Base Year: 2020

**Published:
January 2022**

1st edition

Regional Coverage:

A comprehensive analysis examining the industrial and institutional cleaning market in Germany. The reports will focus on key trends, developments, changes, challenges, and business opportunities.

- Germany



SCOPE

- › Size and segmentation of professional cleaning products in Germany by product and end-use segment
- › Comprehensive segment coverage:
 - › Dish washing
 - › Floor care
 - › Hand care
 - › Laundry cleaning
 - › Surface cleaning
 - › Specialty cleaning
 - › Air and odor control
- › Sales in 2019 and 2020
- › Impact of COVID-19 on the industry
- › Key trends, challenges, and opportunities
- › Outlook to 2025



TABLE OF CONTENTS

Introduction

Definitions, scope, methodology, and assumptions

Executive Summary

An overview of study findings, including major trends, challenges, opportunities, and summary of sales and forecasts

End-Use Segments

Each end-use segment as shown in Table 1 contains the following:

- Introduction
- Structure of the industry
- Sales of professional cleaning products by type in 2019 and 2020
- The impact of COVID-19
- Purchase channels
- Key trends, challenges, and opportunities
- Outlook to 2025

Product Categories

For each product class shown in Table 2, the following information is provided:

- Sales by end-use segment for 2019 and 2020
- Leading brands and suppliers
- Innovation trends
- Impact of COVID-19
- Outlook to 2025

Supplier Profiles

For each supplier shown in Table 3, the following information is provided:

- Company overview
- Professional cleaning product portfolio
- Methods of distribution
- Sales by product type, 2019 and 2020
- Sales by end-use segment
- Outlook to 2025

Table 1. END-USE SEGMENTS ANALYZED

Segment	Types of businesses included
Contract cleaners	Building service contractors (BSCs) and contract cleaners
Education	Primary and secondary schools, and colleges and universities
Foodservice	Full-service, fast-food/quick serve, and fast-casual restaurants, bars, pubs, taverns, cafes, snack bars, and contract caterers
Healthcare	Hospitals, nursing homes, assisted living facilities, and care homes
Hospitality	Hotels, inns, guest/boarding homes, and bed and breakfasts
Industrial facilities	Manufacturing facilities, warehouses, government, and office buildings
Recreational facilities	Museums, concert halls, theaters, amusement parks, fitness facilities/health clubs, day spas, and sports venues/stadiums
Retailers	Drug stores and pharmacies, cash & carry, grocery and hyper-supermarkets, mass merchandisers, and department stores
Transportation	Airports, train stations, convention centers, and bus depots

TABLE OF CONTENTS

Table 2. PRODUCT CLASSES AND CATEGORIES COVERED

Product class	Product categories
Air and Odor Control	Deodorizers, air and fabric refreshers, odor eliminators
Dish Washing	Automated dishwashing detergents, rinsing and drying aids, dish machine delimers, manual dish detergents, manual dish sanitizers, presoaks
Floor Care	Cleaners, waxes, spray buffs, strippers
Hand Care	Hand soaps, hand sanitizers
Laundry Cleaning	Detergent, bleach, scent enhancers, sour, breakers, de-stainer, softeners
Surface Cleaning	Disinfectants and sanitizers, general-purpose cleaners, degreasers, oven and grill cleaners, glass cleaners
Specialty Cleaning	Stainless steel cleaners, silver polish, toilet bowl cleaners, scouring cleansers, furniture polish, drain cleaners

Table 3. SUPPLIERS PROFILED

Buzil	Ecolab
Diversey	Hagleitner
Dr. Becher	Kiehl
Dr. Schnell	Schülke & Mayr
Dr. Schumacher	Werner & Mertz
Dr. Weigert	



REPORT BENEFITS

This report serves as an excellent resource for cleaning chemical manufacturers and suppliers. Specifically, this report assists subscribers by providing:

A highly reliable and independent assessment of the German professional cleaning market

Key market trends, challenges, opportunities, and shifts in purchase channels

Thorough market segmentation with sales, market share, and forecasts by

- End-use segment
- Product type

METHODOLOGY

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