

# Janitorial and Housekeeping Cleaning Products:

## U.S. Market Analysis and Opportunities

**Base Year: 2022**

**Published:  
November 2022**

**Forecasts to 2027**

**11th edition**

**Regional Coverage:**

A comprehensive analysis of the janitorial and housekeeping cleaning products market, the report focuses on key changes, challenges, and business opportunities.

- United States

## SCOPE

- › Complete analysis of the market by product, end use, supplier, and distribution channel
- › Outlook for key product segments, including opportunities in surface care and hand care and trends in floor care
- › Building service contractors' penetration rates, key factors, and trends
- › Analysis of acquisition activity and changes to competitive rivalry and market dynamics
- › Structured research with more than 1,000 end users to understand the impact of the pandemic, critical buying factors, usage, product form preferences, and anticipated spending changes
- › Analysis of shifts in distribution channels, including online buying
- › Detailed scenario forecasts considering the impact of COVID-19, providing best-case, worst-case, and likely-case scenario forecasts through 2027 by end use and product class

**FEATURING INTERACTIVE  
ONLINE DATABASE**

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## Introduction

- Scope
- Geographic regions
- Sources and methods
- Rounding and assumptions
- Limitations

## Executive Summary

- Introduction
- Industry overview
- Impact of COVID-19
- Market size and segmentation
- Trends and opportunities
- Competitive landscape
- Channels of distribution
- Sustainability
- Private-label activity
- Methods of cleaning
- Role of contract cleaners
- Critical buying factors
- Outlook and appraisal through 2027

## End-Use Segment Profiles

Pertinent information and insightful analysis for each of the 15 major end-use segments listed in Table 1. The following information is provided:

- Introduction
- Impact of COVID-19
- Market size and growth
- Product usage
- Critical buying factors
- Cleaning frequency
- Key market trends
- Purchase channels
- Structure of the industry
- Outlook

**TABLE 1. END-USE SEGMENTS PROFILED**

Assisted living facilities	Industrial facilities
Colleges and universities	Lodging establishments
Contract cleaners	Nursing homes
Fast-casual restaurants	Office buildings
Fast-food restaurants	Retail outlets
Full-service restaurants	Schools
Government facilities	Miscellaneous end users-a
Hospitals	

a- Includes transportation stations, convention centers, recreational facilities, and other minor end users

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## Supplier Profiles

Profiles of the leading 25 suppliers of janitorial and housekeeping cleaning products shown in Table 2. Profiles include description of the company, sales by end-use segment and product class, description of the product portfolio, and news of recent developments.

## Product Category Profiles

General information on major janitorial and housekeeping product categories listed in Table 3. The following information is provided:

- Application and brands
- Consumption by end-use segment
- Sales by supplier
- Forecasts to 2027

## End-User Response Data

Summary of survey results for the overall market, with each end-use segment including:

- Budget/chemical expenditures and expected changes
- Product usage
- Product form preferences
- Dilution and dispensing systems
- Floor care
- Purchase factors and satisfaction
- Sustainable cleaning products
- Purchase channel information

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**TABLE 2. SUPPLIERS PROFILED**

3M	Kutol Products
Betco	Marietta Hospitality
Buckeye International	Midlab
Carroll	PLZ Aeroscience (Claire)
Clorox Professional Products	Procter & Gamble Professional
Colgate-Palmolive	Reckitt Professional
Diversey	Rochester Midland
Ecolab	SC Johnson
Essential Industries	Spartan Chemical
GOJO	Staples
Guest Supply	Unilever Professional
Henkel	Zep, Inc.
Hillyard	



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**TABLE 3. PRODUCT CLASSES AND CATEGORIES PROFILED**

<b>FLOOR-CARE PRODUCTS</b>	<b>HARD-SURFACE PRODUCTS</b>
Floor cleaners	Ammonia and bleach
Floor spray buffs	Bathroom drain cleaners
Floor strippers	Disinfectants and sanitizers
Floor waxes and finishes	Furniture polishes
Wood floor cleaners	General-purpose cleaners
<b>HAND-CARE PRODUCTS</b>	Glass cleaners
Bar soaps	Hydrogen peroxide disinfectants
Foam hand soaps	Specialty cleaners-a
Industrial heavy-duty (pumice, grit) hand soaps	Toilet bowl cleaners
Instant hand sanitizers	<b>ODOR-CONTROL PRODUCTS</b>
Liquid hand soaps	<b>CARPET-CARE PRODUCTS</b>
	<b>AIR AND FABRIC REFRESHERS</b>

a-Includes granite, stainless steel, metal polishes, scouring, and cream cleaners.



## REPORT BENEFITS

This report serves as an excellent resource for manufacturers and formulators of janitorial cleaning products. Specifically, this report assists subscribers by providing:

A highly reliable, comprehensive assessment of the market based on over 1,000 structured surveys of end-use decision-makers and in-depth interviews with suppliers and distributors

An analysis of key trends, including changes in product usage patterns, product form preferences, and purchase channels

Online, interactive database with dollar sales, forecasts, unit sales, sales by supplier, product class and category, and end-use segments that can be exported to excel for further analysis

## METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

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