



Sustainable Cleaning Trends: U.S. Market Brief

Base Year: 2020

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1st edition

A comprehensive analysis that provides an assessment of key trends in the United States on sustainable cleaning products and processes. The report focuses on key sustainable cleaning trends, green cleaning products, market developments, leading brands and companies, challenges, and business opportunities. Sales estimates are made for green cleaning products by product class and end-use segments as well as market forecasts through 2025.

Regional Coverage:

- United States

SCOPE

- › Size and segmentation of professional green cleaning products by product class and end-use segment for 2018-2020
- › Market forecasts through 2025
- › Full analysis of sustainable cleaning procedures, green cleaning products, regulations, and certifications related to away-from-home cleaning
- › Product classes include:
 - › Floor care
 - › Surface care
 - › Hand care
 - › Air and odor control
 - › Carpet care products
 - › Specialty cleaning
 - › Laundry chemicals
 - › Warewash chemicals
 - › Wipes

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Green Cleaning Products

- Key trends and opportunities
- Green cleaning products
- Leading brands and companies
- Product claims
- Sales of sustainable cleaning products, 2018-2020
- Sales by product class, 2018-2020
- Sales by end-use segment, 2018-2020
- Competitive landscape
- Impact of COVID-19 on Sustainable Cleaning

Sustainable Cleaning Processes

- Reduced waste
- Reduced water usage
- Less energy consumption
- Reduction of single-use plastics
- Circular economy



End-User Perceptions

Based on Kline’s vast database of end-user surveys on green cleaning, this chapter provides:

- Survey findings
- Analysis

Third-Party Certifications

- Third-party certifications
- Manufacturer certifications
- Green product classifications

Regulations

- Regulations
- Single-use plastics

Outlook

- Outlook and appraisal
- Forecast by product type
- Forecast by end-use segment

Table 1. Product Classes Included

Floor care	Laundry chemicals
Surface care	Warewash chemicals
Hand care	Specialty cleaning products
Air and odor control	Wipes
Carpet care	

REPORT BENEFITS

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

A highly reliable and independent assessment of the professional green cleaning market and sustainable cleaning practices

Sales estimates of the green cleaning market with splits by product class and end-use segments and forecasts through 2025

Assessment of end-user perceptions of green cleaning products based on extensive survey responses

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.

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