



Janitorial Cleaning Products: Impact of COVID-19 on the U.S. Market

Base Year:
2019

Published
April 2020

1st edition

A special bonus installment to accompany Kline's ***Janitorial and Housekeeping Cleaning Products*** study, with scenario forecasts that will predict the possible impact of the COVID-19 pandemic on the U.S. janitorial cleaning industry.

Regional Coverage: United States

SCOPE

- › Hard-surface products
- › Hand-care products
- › Floor-care products
- › Odor-control products
- › Carpet-care products
- › Air and fabric refreshers
- › Scenario forecasts from 2019 through 2024 by product class and end-use segment
- › Includes likely, worst, and best-case scenario forecasts

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Overall Market Forecast

- Situation
- Parallels to H1N1 and Great Recession
- Anticipated shifts in consumption by end-use 2020
- Probable impact by category
- Cleaning frequency will drive demand fluctuations
- Assumptions by scenario
- Forecasts by product class, 2019-2024
- Forecasts by end-use segment 2019-2024

Forecasts by Product Class

2019-2024 Forecasts (worst, likely, best case) for each product class listed in Table 1.

Forecasts by End-Use Segment

2019-2024 Forecasts (worst, likely, and best case) for each end-use segment listed in Table 2.



TABLE 1: PRODUCT CLASSES

Hard-surface products
Hand-care products
Floor-care products
Carpet-care products
Odor-control products
Air and fabric refreshers

TABLE 2: END-USE SEGMENTS

Colleges and universities
Contract cleaners
Fast-casual restaurants
Fast-food restaurants
Full-service restaurants
Government and industrial facilities
Hospitals
Lodging establishments
Nursing homes and assisted living facilities
Office buildings
Retail outlets
Schools
Miscellaneous (airports, train and bus stations, recreational facilities and convention centers)

REPORT BENEFITS

This report will serve as an excellent resource for suppliers and distributors of janitorial cleaning products. Specifically, it will assist subscribers by providing:

Actionable forecasts on the potential impact of COVID-19 for each product class and end-use segment

Data on market performance during the last recession

Expert commentary on each product class and end-use segment

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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