

# Sustainable Cleaning:

## Impact on the U.S. Commercial Cleaning Industry

**Base Year: 2020**

**Forecasts to 2025**

**To be published:  
Q2 2021**

**1st edition**

This report provides a comprehensive analysis of sustainable cleaning trends and their expected impacts on the commercial cleaning industry. It provides a deep understanding of how sustainable cleaning products and processes are perceived by end users across multiple segments of the market including janitorial and foodservice cleaning.

**Regional Coverage: United States**

**SCOPE** Sustainable cleaning refers to professional cleaning products made with renewable, biodegradable ingredients that are not tested on animals, do not contain harmful ingredients, and are sold in recyclable packaging. It can also refer to cleaning processes that use less energy, less water, and have less of an impact on the environment.

- › Regulatory analysis
  - Analysis of major environmental regulations, federal and state level
  - Sustainability claims
  - Major certifications and their differences
- › Market analysis
  - Size of market, 2019 and 2020, by industry segment and product class
  - Brand and company sales estimates
  - Forecasts through 2025
- › End users' perceptions of sustainability
- › Company and brand profiles
  - Sales estimates, 2019 and 2020
  - Forecasts through 2025
  - Profile of sustainable brands
  - Sustainability claims
  - Major end-use segment customers

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## Introduction

## Executive Summary

An overview of the report findings

## Regulatory Analysis

- Summary of regulations that impact commercial cleaning products, packaging, and sustainability claims
- Relevant state and federal regulations
- Major certifications and their differences

## Market Analysis

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

- Size of market, 2019 and 2020, by industry segment and product class
- Brand and company sales estimates
- Forecasts through 2025

## End-Users' Perceptions

For each end-use shown in Table 1, the following is provided:

- Importance placed on using green ingredients
- Perceptions of effectiveness
- Measures being taken to reduce plastic use
- Processes being used to make cleaning procedure more sustainable
- Preferred brands
- Prices paid

**Table 1. End-Use Segments**

• Contract cleaners	• Industrial facilities
• Education	• Lodging establishments
• Foodservice	• Office buildings
• Healthcare	• Retailers

**Table 2. Product Classes**

• Floor care products	• Carpet care products
• Hard-surface cleaners	• Odor control products
• Hand care products	• Cleaning wipes



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## Company profiles

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

- Sustainable brand sales estimates, 2019 and 2020
- Forecasts through 2025
- Profile of sustainable brands
- Sustainability claims
- Major end-use segment customers



**Table 3. Companies and Select Brands\***

Company	Brands
American Cleaning Solutions	Focus, Focus Safe2Clean
Chase Products Company	Champion Sprayon Green World
Clorox	Green Works
Colgate-Palmolive	Murphy's Oil Soap
Core Products Company	Hydroxi Pro, Green Logic
Earth Friendly Products	Ecos Pro
IPAX	IPAX
Odoban	Odoban Earth Choice
SC Johnson	Mrs. Meyers, Method
Simoniz	Green Scene
Simple Green	Simple Green
Spartan Chemical	BioRenewables, Green Solutions
Staples	Sustainable Earth
Unilever	7Th Generation
Vital Solutions	Vital Oxide

\* List subject to charter subscriber input

## REPORT BENEFITS

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

A highly reliable and independent assessment of the sustainable cleaning market including sales estimates by product class, end-use segment, and supplier

A comprehensive summary of federal and state regulations impacting sustainability

End-user perceptions

- Importance of green cleaning
- Perceptions of effectiveness and safety
- Preferred brands
- Prices paid

## 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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