

Australia and New Zealand Cleaning Services Market Report and Forecast 2023-2028

Market Report | 2023-09-20 | 72 pages | EMR Inc.

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Report description:

Australia and New Zealand Cleaning Services Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the Australia and New Zealand cleaning services market is projected to grow at a CAGR of 5.1% between 2023 and 2028. Aided by the ever-growing demand for commercial and residential cleaning services, hygiene awareness, and environmental sustainability, the market is expected to grow significantly by 2028.

Cleaning services encompass various activities, including but not limited to janitorial services, carpet cleaning, residential cleaning, and specialised cleaning for commercial establishments. These services have garnered considerable attention in the wake of increasing hygiene concerns, urbanisation, and the evolution of modern workspaces in both Australia and New Zealand. The growing awareness surrounding cleanliness and hygiene, exacerbated by global health crises, has significantly contributed to the Australia and New Zealand cleaning services market demand. High-quality cleaning not only assures physical cleanliness but also provides psychological comfort, thus promoting overall well-being, a feature increasingly recognised by both residential and commercial customers.

The trend towards outsourcing cleaning services in corporate environments is also a major driver for Australia and New Zealand cleaning services market growth. With the burgeoning commercial real estate sector, particularly in cities like Sydney, Melbourne, Auckland, and Wellington, companies are increasingly turning to specialized cleaning services to maintain their premises, thereby focusing on their core business activities.

In parallel, the residential cleaning services segment has experienced substantial growth due to the busy lifestyles of dual-income households. The need for convenience and more leisure time has directed homeowners towards professional cleaning services that offer customisable options ranging from regular home cleaning to specialised services like deep cleaning, upholstery cleaning, and pest control which further adds value to the Australia and New Zealand cleaning services market size.

Moreover, the market has started to undergo a transformation driven by digitalisation and technological advancements. The use of automated cleaning solutions, booking through apps, and integration of environmental-friendly cleaning agents are becoming standard practices, which not only improve service quality but also make the operation more efficient and sustainable.

As per the Australia and New Zealand cleaning services market analysis, the focus on sustainability and eco-friendly practices is another dynamic reshaping the cleaning services industry. This includes the utilisation of green cleaning products, water-saving

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techniques, and waste management systems.

Market Segmentation □

The market can be divided based on type, end use, and country.

Market Breakup by Type

- Outsource

- Inhouse

Market Breakup by End Use

- Offices

- Educational Facilities

- Retail Complexes

- Residences

- Government

- Healthcare Facilities

- Industrial Plants

- Others

Market Breakup by Country

- Australia

- New Zealand

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Australia and New Zealand cleaning services market. Some of the major players explored in the report by Expert Market Research are as follows:

- ISS Group

- Sodexo

- Compass Group PLC

- SCS Group

- Asset Group Services

- BIC Services

- GSR Cleaning

- Fantastic Services

- Ecowize Holdings Pty Ltd

- DailyClean

- Millennium Services Group Limited

- Others

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