

Middle East Housekeeping Services Market Research Report Information by Type (Window Cleaning, Vacuuming, Floor Care, Laundry Service, Carpet Cleaning, Upholstery and Others), by Service Type (Commercial and Institutional), by End User (Hotels, Healthcare, Educational and Others) Forecast to 2032

Market Report | 2024-12-15 | 107 pages | Market Research Future

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- Single User Price \$2950.00
- Enterprisewide Price \$5250.00

Report description:

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Market Overview

The Middle East Housekeeping Service market was valued at USD 9,784.39 million in 2023. It is anticipated to reach USD 34,529.50 million by 2032, with a Compound Annual Growth Rate (CAGR) of 17.07% during the forecast period. Rapid urbanization and the expansion of major cities such as Dubai, Riyadh, and Doha were the result of economic development in the Middle East, particularly in the Gulf Cooperation Council (GCC). Demand for residential properties and commerce was stimulated by this urbanization, which was subsequently followed by an increase in the number of domestic workers. The consistent demand for these services is a result of the regular maintenance required by tall structures, apartments, and sprawling office complexes. The Middle East, particularly cities such as Abu Dhabi and Dubai, serves as a significant trading center for the Middle East tourist industry. The demand for high-quality housekeeping services is generated by the expanded hospitality industry, which includes hotels and resorts, to preserve sanitation and hygiene standards.

The Middle East is home to a substantial expatriate population, which comprises both workers and families from various regions of the globe. These migrants frequently necessitate professional housekeepers to manage their domestic responsibilities, which are influenced by their hectic lifestyle and high standard of living. The market is experiencing development due to the high demand for reliable and efficient cleaning services among individuals in this demographic.

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Market Segmentation

The Middle East housekeeping service market is segmented into the following categories: Window Cleaning, Vacuuming, Floor Care, Laundry Service, Carpet Cleaning, Upholstery, and Others.

The Middle East sanitation service market is divided into two categories: Commercial and Institutional, based on the type of service provided. In 2023, the Commercial segment held the largest market share, with a market value of USD 6,220.01 million. It is expected to grow at a compound annual growth rate (CAGR) of 16.67% from 2024 to 2032, reaching USD 21,354.32 million by 2032.

The Middle East housekeeping service market is segmented into Hotels, Healthcare, Educational, and Others, based on the end user.

The Middle East region is experiencing significant growth in the demand for housekeeping services, which is being driven by factors such as the growing awareness of health and hygiene, the increasing disposable income, and the hectic lifestyles of the individuals. A substantial expansion of the infrastructure, hospitality, healthcare, and commercial sectors has resulted from the rapid economic development and urbanization of countries such as the United Arab Emirates, Saudi Arabia, and Qatar. The resulting growth has led to a heightened demand for professional housekeeping services to ensure the sanitation and hygiene of residential, commercial, and institutional spaces.

Major Players

Dussmann, Delight International Facilities Management, Power Group Intl, Star Stream, Fejien, Clean Service, The Healthy Home Global Ltd, Ultraclean, Al Fajer FM, and EFS Facilities Services Group are the primary participants in the Middle East housekeeping service market.

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