

India Housekeeping Services Market Research Report by Type (Window Cleaning, Vacuuming, Floor Care, Laundry Service, Carpet Cleaning, Upholstery, and Others), Service Type (Commercial and Institutional), Structure (Chained Outlets and Independent Outlets), End User(Hotels, healthcare, educational, and others) Forecast to 2032

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Market Overview

The India Housekeeping Services Market was valued at USD 28,274.72 million in 2023, and the market is expected to reach at USD 87,144.68 million by 2032, with CAGR of 15.11% in the forecast period 2024-2032. India's rapid urbanization and the rise of the middle-class population have led to a growing demand for convenient and efficient housekeeping services. As more people migrate to cities and adopt modern lifestyles, the need for professional cleaning and maintenance services has increased, as individuals and families seek to save time and effort in managing their households.

The steady growth in disposable incomes, particularly among the urban population, has enabled more households to afford and prioritize professional housekeeping services. As the standard of living improves, people are willing to invest in services that provide convenience, cleanliness, and a better quality of life. This trend is especially prevalent among working professionals, nuclear families, and high-income households, who value the timesaving and efficiency benefits offered by housekeeping service providers. The entry of organized players in the housekeeping services market, along with the adoption of technology-driven solutions, has further fueled the industry's growth. These organized players offer standardized services, trained personnel, and innovative cleaning methods, which have increased the trust and confidence of consumers. Additionally, the integration of technology, such as mobile apps and online booking platforms, has made it easier for customers to access and avail of these

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services, further driving market expansion. The growing demand for housekeeping services extends beyond residential households, with a significant rise in the need for professional cleaning and maintenance services in commercial sectors, such as offices, hotels, hospitals, and retail establishments. As businesses recognize the importance of maintaining a clean and well-organized environment for their operations and customer experience, the demand for specialized housekeeping services has increased, contributing to the overall growth of the India housekeeping services market.

Market Segmentation

The India housekeeping services market is segmented on basis of type, service type, structure, and end user. Based on type, the India housekeeping services market is segmented into window cleaning, Vacuuming, floor care, laundry service, carpet cleaning, upholstery, and others. Based on service type, the India housekeeping services market is segmented into commercial and institutional. Based on structure, the market is segmented into chained outlets and independent outlets. Based on end-user, the market is segmented into hotels, healthcare, educational, and others.

Major Players

The key players operating in the India housekeeping services market include JSS Group, Unify Facility Management Pvt Ltd, ALSOK, Green Facility, Corporate Housekeeping Services India Pvt. Ltd., Clean India Services, Express Housekeeper Pvt Ltd, Absolute Security & Allied Services Pvt Ltd, Radiance, and ISS (ISS INDIA) among others.

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