

# Market Size of the Mop Industry

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# Global Market Size - Traditional Residential Mop Industry

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While there is no publicly available information to fully answer your question, the available data has been utilized to pull together key findings based on a Nielsen [Global Home Care Report](#) from 2016, as well as supplementary reports and statistics detailing the total market size of the global manual cleaning products market. Brooms, mops, and rags are the [most frequently used](#) residential cleaning tools globally, at a rate of 68%, 65%, and 62%. The Asia-Pacific region most regularly utilizes mops to clean [approximately 70% of the time](#), with Europe at [approximately 63%](#), Latin America at [approximately 61%](#), Africa/the Middle East at [approximately 58%](#), and North America at [approximately 56%](#). However, Nielsen [stresses](#) that the methodology behind the report is based on self-reporting consumers with internet access from each of these regions, and therefore might not accurately reflect the statistics for households without internet that may be more dependent on other household cleaning items. Below you'll find an outline of our research methodology to better understand why the information you've requested is publicly unavailable, as well as a deep dive into our findings.

## Methodology

Overall, there is no direct information available regarding the global market size of the traditional residential mop industry. Industry reports, articles, blogs, various analysis, top companies, regional reports on market size, and alternative data points such as manual cleaning products, cleaning products, and household products were searched for details, but no specifics were yielded as concerning the global traditional mops industry. As there is no global market size found on any industry reports, regional market sizing of the traditional residential mop industry was searched as well. However, most reports were not publicly available and appear to only exist for the United States, the United Kingdom, and Mexico. In order to perhaps triangulate, searches were extended to sources older than two years to locate the global size of the traditional residential mop industry market. Unfortunately, even triangulation was not possible, as there is no direct information available. No information or details were available for the market size of alternative data points, top companies and their market share (or even regional market share). It could be possible that, because traditional mops are part of the cleaning and household industry, there are no specifically tailored individual reports that have been prepared or shared in public by such industries, and third party organizations may have yet to prepare reports for the traditional mop industry. Perhaps gathering comprehensive reports on global household flooring would yield insight as to which homes would need mops the most, and indications regarding various surfaces would be an interesting place to start inferring conclusions based on simple cleaning needs (i.e. hardwood

versus carpet, concrete, etc).

## Helpful findings

Despite the lack of information available, a [report compiled by Nielsen](#) from 2016 offers key insights: "The Nielsen Global Home-Care Survey polled more than [30,000 online respondents](#) in 61 countries to understand cleaning and laundry behaviors and sentiments around the world. We examine who's cleaning, the tools they're using and the benefits they're looking for in home-care products. We also explore the underlying macroeconomic forces affecting the home-care industry, and we offer insights into how to adapt to the changing environment by aligning offerings to consumer needs and desires." (You may read the report in its entirety [here](#)).

Bearing in mind that this report was generated by self-reporting internet users globally, it might not be entirely accurate, however, it does give an interesting and thorough picture of various findings. Large retail chains are the most common shopping destination for residential home products, with more than [77% reporting globally](#) that they purchased home cleaning products from such chains in the past 12 months, though e-commerce is picking up speed, [especially in Asia](#). The Asia-Pacific region [prefers mops and brooms](#) to other cleaning products, while North America [prefers paper towels](#), Latin America [prefers scrubbing brushes](#), Europe [prefers sponges](#), and the Middle East/Africa [prefers cloth towels](#). Nielsen [indicates](#) it may be appealing to consumers to complement their prevailing cleaning habits, with convenience being especially important, as well as [eco-friendly products](#) with single-dosage packaging. Certain household products are especially appealing to different regions, "...with [vinegar and baking soda](#) in North America, [rubbing alcohol](#) in Latin America, and [soap and water](#) in every region."

Outside of the Nielsen report, helpful findings include the global market for manual cleaning products, which is [projected to grow](#) at a CAGR of roughly 4.4% in the next five years and will reach 15100 million US\$ in 2023. "Key players within the industry are Nilfisk, Karcher, Dyson, Electrolux, BISSELL, Tennant Company, Hako, Possehl Group, Philips, Tacony Corporation, TTI, TASKI, Newell Brands, Comac SpA, Kingclean, Shop-Vac Corporation, Emerson, Bosch, Puppy Electronic Appliances, and NSS Enterprises"; and according to [eMarketOrg](#), "Europe is the [dominant producer](#) of Manual Cleaning Products in Global, the production was 24,550.92 K Units in 2016, accounting for about 28.46% of the total amount, followed by North America, with the production market share of 25.98%."

As per a [new survey](#) conducted by the new GIR (Global Info Research), the global market for manual cleaning products was 11700 million US\$ in 2017. In 2016, residential applications with a [46.82% share](#) in the manual cleaning products market were the [largest global application market](#) for that year. The United States [imports 20%](#) of brooms, brushes, and mops, and is a global leader in this regard. Reusable mop usage is on the [decline from 2013](#) to 2017, and per Statista, [53.6% of U.S. consumers](#) prefer to purchase a microfiber mop. Net US imports of brooms, brushes, and mops in 2015 recorded a significant trade deficit of [\\$1.3 billion](#), with

approximately [76% of gross imports](#).

In Mexico, however, the projected sales volume for 2017-2018 of brooms, brushes and mops was [\\$221 million](#), with [\\$244 million](#) in 2015 and [\\$228 million](#) from 2009 to 2020. The household vacuum cleaner within the manual cleaning products market is actually the largest in the market, with over a [46.82% share](#) in the Manual Cleaning Products market.

Interestingly, according to [Poonam Saini](#), a lead analyst at Technavio, "The robotic vacuum cleaner market segment is projected to grow at a CAGR [of over 14%](#) through the forecast period, making it the fastest growing segment of the market. These vacuum cleaners reduce the total time spent by homeowners in cleaning, which is the primary reason for their growing popularity."

## conclusion

Despite the limited availability of information regarding the total market size of the traditional global mop industry, Nielsen's Global Home Care [Survey](#) indicates mops are the [second most-used](#) residential cleaning product globally (not taking into account vacuum cleaners), with popularity peaking in the [Asia-Pacific region](#). The global manual cleaning products market was [\\$11700 million in 2017](#), and by the end of 2025 is expected to reach [\\$16600](#), with growing [CAGR of 4.5%](#) during 2018-2025. "Key [players are](#) Nilfisk, Karcher, Dyson, Electrolux, BISSELL, Tennant Company, Hako, Possehl Group, Philips, Tacony Corporation, TTI, TASKI, Newell Brands, Comac SpA, Kingclean, Shop-Vac Corporation, Emerson, Bosch, Puppy Electronic Appliances, NSS Enterprises." Europe is the [dominant producer](#) of global manual cleaning items, followed by North America. The household vacuum cleaner holds the [largest market share](#) within the global manual cleaning products market at around [46.82%](#). Interestingly, within this market, the robotic vacuum cleaner market segment is growing rapidly at a [CAGR of over 14%](#), in part due to the reduction in time spent cleaning. Ultimately, for more information, or at the very least reasonable inferences regarding the traditional mop market globally, it may be of value to investigate comprehensive data reports categorizing percentages globally of household flooring material in order to determine how many homes would reasonably need mops.

# Global Market Size - Traditional Commercial Mop Industry

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While market information on commercial traditional mops is very limited, and there is not enough information for us to come up with a reliable estimate of the global commercial traditional mop market size, we were able to gather a few helpful insights about the market. When it comes to commercial cleaning, Rubbermaid Commercial Products appears to be the [global leader](#). Its latest annual revenue is estimated at [\\$312.83 million](#). Its exact market share could not be determined, but we were able to find that in the United States, the four largest players accounted for [42.7%](#) of the broom, brush, and mop manufacturing industry in 2012.

## METHODOLOGY

In finding the current size of the global commercial traditional mop industry, we explored the following approaches: review of existing industry reports, review of annual reports and presentations of key market players, press search, top-down and bottom-up analyses, and determination of the market leader and its corresponding market share. Reports on commercial traditional mops, traditional mops, floor cleaning tools, traditional cleaning tools, and cleaning tools were among the industry reports we looked for. To determine which annual reports and investor presentations to review for market information, we took note of key players identified in industry reports and checked which companies offer traditional mops. In attempting top-down and bottom-up market sizing, we brainstormed on the variables that could help us identify the desired market size. The market shares of traditional mops and commercial applications and the demand for these commercial traditional mops were among the details we tried to find. These initial approaches and an extensive search through news articles and press releases produced very limited information, so as a last resort, we attempted to determine the market leader, its revenue, and its market share. As can be seen below, even though this final step led us to a few helpful details, the data was not sufficient for us to carry out a triangulation.

The dearth of information on the subject may be due to the fact that the market is a niche industry and that companies that sell traditional mops typically offer other cleaning tools and supplies as well. Estimating the size of this niche market would entail a lot of assumptions that, in turn, could result in an entirely unreliable estimate.

## GLOBAL MANUAL CLEANING PRODUCTS MARKET

While there are reports on the [global household cleaning tools market](#), the [global manual cleaning products market](#), the [global industrial cleaning product market](#), the [global industrial](#)

[floor cleaner market](#), and the [global electric mop market](#), their full versions are behind a paywall and their summaries provide very limited information.

According to market research publisher QY Research, the global manual cleaning products market is expected to grow from [\\$11.7 billion](#) in 2017 to [\\$16.6 billion](#) by 2025 at a CAGR of [4.5%](#). In 2016, household vacuum cleaners accounted for [77.52%](#) of the market, and residential applications accounted for [46.82%](#) of the market. It appears, however, that in the context of this market report, the term 'manual' does not equate to 'traditional.' Most of the products included in this market are electric, and most of the key players listed in this report do not offer traditional mops.

## REVENUE OF MARKET LEADER

On its website, Rubbermaid Commercial Products claims it is "[the global leader](#) of the commercial cleaning industry, delivering exceptional products that simply work better than the rest." This claim appears to be true as its parent company, [Newell Brands](#), is one of the key players in the global manual cleaning products market, according to QY Research.

Traditional mops (i.e., non-electric mops) are among the several product offerings of Rubbermaid Commercial Products, with these traditional mops classified into (1) [wet mops & handles](#) and (2) [dust mops & handles](#). Rubbermaid Commercial Products product offerings are grouped into the following [seven categories](#): utility refuse, decorative refuse, cleaning, safety, material handling, washroom, and foodservice. Wet mops and dust mops fall within the cleaning category.

Though Rubbermaid Commercial Products is a subsidiary of [public company Newell Brands](#), its revenue and revenue breakdown by segment are not readily available in Newell's annual reports and presentations. Newell is not obligated to provide such level of detail in any of its filings and disclosures. Newell only provides the net sales of its [Work segment](#), which is composed of consumer & commercial solutions, Waddington, and safety & security. Slide 7 of Newell's earnings presentation last February shows that the Work segment had a net sales of [\\$2.8 billion](#) in 2017.

Thankfully, business directory Hoovers provides the revenue of Rubbermaid Commercial Products. Hoovers estimates Rubbermaid Commercial Products current revenue at [\\$312.83 million](#). As no further breakdown of this revenue can be found in the public domain, the company's sales of traditional mops could not be isolated. We could only assume that it is a percentage of [\\$312.83 million](#).

It appears it is typical for companies that sell traditional mops to sell other cleaning tools and supplies as well. For example, [Premier Mop & Broom](#), a California-based mop manufacturer whose revenue is estimated by Owler at [\\$10.6 million](#), sells not only wet mops and dust mops but brooms, microfiber, and handles as well.



## MARKET SHARE OF MARKET LEADER

There is no indication of the typical market share of a global commercial traditional mop market leader in the public domain, but the United States Census Bureau offers insights into the market share of the top four companies in the United States [broom, brush, and mop manufacturing](#) industry. According to the United States Census Bureau, the historical market share of the top four players in this industry was as follows:

2002 - [27.3%](#)

2007 - [29.3%](#)

2012 - [42.7%](#)

As there is no other data that we could use, we could only assume that the global market is distributed in a similar manner, with the market share of the market leader being a portion of these percentages.

## CONCLUSION

The limited information that is publicly available in regard to commercial traditional mops made it impossible for us to triangulate the global commercial traditional mop market size. However, while researching for the requested information, we came across a few details that we believe will be helpful in the computation of the market size. Rubbermaid Commercial Products appears to be the [global leader](#) as far as commercial cleaning is concerned. Hoovers estimates this market leader's revenue at [\\$312.83 million](#). We could not ascertain its exact market share, but according to the United States Census Bureau, [42.7%](#) of the broom, brush, and mop manufacturing industry in the United States in 2012 was accounted for by the top four industry players.

# Global Market Size - Electric Residential Mop Industry

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After thoroughly examining several market research reports by reputable vendors such as [Transparency Market Research](#), [Stats and Report](#), [Market Insights Reports](#), The [Freedonia Group](#), [Technavio](#), [Business Wire](#), and [Mordor Intelligence](#), we were able to capture only the overview of the global electric residential mop industry market size, regarding the residential, commercial and industrial electric mop industry segments, including the key players in the market. All the full reports with detailed information we came across are held behind paywalls; therefore, limiting the amount of information found that is specific to the residential market share of the mop industry.

Our next approach focused on examining the financial reports, annual report, media and press release sections of the key players in the electric mop industry hoping to find a breakdown of sales in terms of residential, commercial, industrial; unfortunately, most of these key players have not presented any sales reports that are categorized accordingly. The bulk of the information we found concentrated on the key developments of these key players regarding investments, annual reports on the performance of their products. Likewise, this approach yielded insignificant data that focuses directly on the request details.

The third attempt sought to find the percentage breakdowns of residential vs. commercial usage of floor cleaning tools including household cleaning tools. We used data published by [PR Newswire](#), [Report Linker](#), [Franchise Help](#) and [Statista](#); however, these sources presented information about the global market size of household cleaning tools and like mops and brooms in residential, commercial and industrial and household cleaning industry as a whole. There were no mentions specific to the electric mop industry; therefore, this strategy also failed to unearth accurate information specific to the electric segment.

Based on the above research strategies, we concluded that information concerning the global market size of electric residential mop industry is not publicly available, but can be found in the paywalled reports by the various markets research vendors. Much of the information is hidden from the public including figures for the compounded annual growth rates. Despite all the unsuccessful attempts, we found various detailed information providing insights into the global electric mop market.

## overview of the OF ELECTRIC MOP MARKET

The electric mop market is segmented into three distinct markets based on application namely, [residential](#), [commercial](#), and [industrial](#). Geographically the market is segmented into [North America](#), Europe, Asia Pacific (APAC), Middle East and Africa (MEA) and [South America](#). The notable key players mentioned in more than one report include [Bissel](#), Black and

Decker, Haan, Haier, Karcher, [Kingbest Electric](#), Nilfisk Group, [Shinil](#), Tennant Company, and [Tornado Industries](#), while electric mop producers include Bissell, [Black & Decker](#), Haan, Karcher, [Fmart](#), Haier, [King Best](#), Kunne, and [Shinil](#).

It is estimated that the janitorial equipment and supplies sector, which comprises the electric mop shall increase by around [2.2%](#) every year to 2019, and is expected to hit [\\$7.1 billion](#) in the U.S. market. The huge repressed interest for [electric floor cleaning equipment](#) is expected to drive the growth, despite declining in 2008 and 2009. The electric floor cleaning equipment segment is expected to post the [fastest and most significant gains](#) as the section continually recuperates from its expanded downturn. With the anticipated expansion of janitorial spending across the global markets, offers on hard-surface cleaning equipment will benefit the most. Majority of the janitorial suppliers are [cheap and affordable](#) comprising some disposable items that suffered the 2008 and 2009 recession. Therefore, these may bring down the prices of automated floor cleaning equipment.

## HOUSEHOLD CLEANING TOOLS

According to Transparency Market Research, the [demand for electric mop](#) in both the residential market and commercial market is increasing rapidly. On the other hand, Technavio estimates the global family unit cleaning equipment and supplies including electric mops to grow a [CAGR of 2.91%](#) for the period 2017-2021. For the period 2018 to 2022, a report by Report Linker estimates the entire market for household cleaning tools and supplies including mops and brooms to expand at a CAGR of [3.0%](#).

The floor sweeper products segment is expected to reach [\\$675.6 million](#) by 2021, growing at a CAGR of [3%](#) for the period 2017 through 2021. Mechanically driven products in this segment are expected to generate the most [sales revenue](#). In industrialized nations, the [janitorial administration's](#) sector is experiencing drastic growth rates. Another report by Technavio estimates the global floor cleaning machines market to develop at a CAGR of over [4%](#) by 2021. The research asserts that the [increasing development](#) of [high rise buildings](#) will ultimately drive the growth of this sector following the expanded use of land use resulting in urbanization. Family unit cleaners are expected to develop at a CAGR of [5.7%](#) for the period 2018 to 2023 according to Mordor Intelligence.

## SECONDARY FINDINGS ABOUT THE CLEANING INDUSTRY

The cleaning business can be generally isolated into [residential cleaning](#), business janitorial administrations, claim to fame cleaning and clothing/cleaning administrations. In 2015 roughly [875,000 organizations](#) were utilizing around [3.5 million](#) individuals for cleaning services. The industry is prone to financial downturns, for instance during the recession income fell [5.3%](#) in 2008 and [6.1%](#) in 2009. The demographic most concerned about loft cleaning administrations consists of individuals of [higher income](#) and especially those in two-pay family units. According to Franchise Help, these individuals predominantly comprise professional couples

aged [45 years](#) and above.

A report by [PR Newswire](#) noted that floor care machines, in particular, scrubbers hold about [one-third](#) of the revenue share of the global market and are expected to remain the most prevalent machine type in the market. The report estimates that this segment shall develop at a CAGR of [3.0%](#) from 2017 to 2025 and is expected to hit [\\$4.6 billion](#). Geographically, North America is expected to dominate the global market share with over [\\$1.3 billion](#) sales revenue before the end of 2025, closely followed by the Asia Pacific market. The European market is anticipated to exhibit the [fastest development rate](#) during the forecast period ending 2025, with the floor care machine in Europe anticipated to grow at a CAGR of [3.3%](#).

According to Technavio, [Alfred Kärcher](#), Comac, Hako, [Nilfisk](#), and [Tennant Company](#) are the primary players in the global residential, business, and mechanical floor scrubber market. Technavio estimates the global residential, commercial and industrial floor scrubber market to grow at a CAGR of [over 6%](#) from 2017 to 2021. Due to the time consumed relying on conventional cleaning items, most residential units, businesses, and industries are switching towards more advanced and effective cleaning options that are [time-saving](#).

# Global Market Size - Electric Commercial Mop Industry

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The global electric mop market reports by [Market Research Pro](#), [Transparency Market Research](#), and [Management Journal](#) are not publicly accessible due to pay-walls. On the other hand, some [leading](#) floor machines vendors including [Black & Decker](#), [HAAN](#), [Alfred Kacher](#), [Bissell](#), and others, refer to their steam cleaner devices as electric mops as well. Therefore, due to the lack of publicly available information specific to commercial electric mopping, we used the global steam cleaner market report by [Businesswire](#) as a proxy for evaluating the required information. Then, we estimated the current (2017) global commercial electric mop market size at US\$652.08 million. Please, keep reading for a deep dive of methodology and calculation.

## Methodology

To determine the global market size of the electric commercial mop industry, we started by researching websites that produce statistical charts on industries market sizes such as Statista, IndexBox, Forrester, Gartner, and others. Unfortunately, after extensive research on these directories, we did not find any relevant quantitative data specific to global commercial electric mop industry. We only found statistics of the general household cleaning tools, which include vacuum cleaners, brooms, soaps, and rugs; thus, they were not relevant to the request.

Next, we scanned industry market size reports by research organizations including Grand View Research, Businesswire, Technovia, Market Research Pro, Transparency Market Research, Orian Research, and others. From this research, we located the electronic mop market size reports for 2017, 2018, and the industry's forecast with segmentation by application, residential, commercial, and industrial in reports by [Market Research Pro](#), [Transparency Market Research](#), and [Management Journal](#). However, these reports were under pay-walls; so, we could not access them.

Also, we found a [2017 report by Businesswire](#), which listed the [top 5 global floor machine](#) vendors and another report by [Technovia](#) that highlighted the global floor cleaning machines market. Still, these reports did not have insights into the worldwide commercial electric mop industry.

Therefore, we investigated the companies signified by Businesswire's report to be the leading vendors of floor cleaning machines with the hope to locate their revenues specific to commercial electric mopping. As per our investigation, these companies are privately-held, meaning they are not obligated to reveal their financial information. However, upon further research, we found that these companies ([Black & Decker](#), [HAAN](#), [Alfred Kacher](#), and [Bissell](#))

referred their electric mops as steam mops, respectively.

Therefore, considering that these identified companies referred to the same products as steam or electric mops, we extended the research to locate the global commercial steam cleaning market size, as a proxy for the required information. This time, we located a [January 2017 report by Businesswire](#), which presented the global steam cleaner market, and noted that about [78%](#) of the industry skewed to commercial demands. So, due to the lack of publicly available information specific to commercial electric mop market, we used the findings of this report, evaluated the global commercial steam cleaner market and used the same as a proxy for the required commercial mop commercial electric mop industry.

## Research findings

### Global Floor Cleaning Machines Industry and Leading Vendors

According to research by [Technovia](#), the global floor cleaning machines industry would grow with a [CAGR of 4%](#) from [2017 to 2021](#). Furthermore, Technovia's report and a study published by [Businesswire](#) signified that the leading vendors of the global floor cleaning machines industry include:

- [Hako Group](#).
- [Alfred Kacher](#).
- [Nilfisk Group](#).
- [Tennant Company](#).
- [Tornado Industries](#).

When we researched the above companies and other mentioned vendors of floor cleaning machines found from the research, we located reports by [Black & Decker](#), [HAAN](#), [Alfred Kacher](#), and [Bissel](#), which referred to their steam mop as electric mops, too. Therefore, we extended to investigate the global steam cleaner market size, as a proxy for finding the required commercial electric mop market size.

### Global Steam Cleaner Market Size

As per [Businesswire's 2017 report](#), the global steam cleaner industry is expected to grow with a [CAGR of over 8%](#) from 2017 and reach [US\\$1.23 billion by 2021](#). Also, the report noted that the commercial sector would drive [over 78%](#) of the market's growth, especially the [hospitality space](#).

Thus, as per our investigation highlighted above, if the steam cleaner industry also refers to the electric mop market, we estimated (using the [CAGR calculator](#)) the required global commercial electric mop market as follows:

The global steam cleaner market is expected to reach [US\\$1.23 billion by 2021](#) with a CAGR over [8%](#). Thus, in 2017, the market would be:

[2021 value - (2021 value\*8%)\*no. of years backward]

Where no. of years backward = 2021-2017 = 4

= [[US\\$1.23 billion](#) - ([US\\$1.23 billion](#)\*8%)\*4]

= [[US\\$1.23 billion](#) - US\$0.3936 billion]

= ~US\$0.836 billion or US\$836 million.

Furthermore, the report observed that commercial demands would drive about [78%](#) of the global steam cleaner market. So, the expected 2017 global commercial steam cleaner market would be:

[estimated global steam cleaner market size\*projected commercial percentage]

= [US\$836 million\*[78%](#)]

= US\$652.08 million.

Hence, taking it that steam cleaning also refers to electric mopping, the current (2017) global commercial electric mop market size is estimated at US\$652.08 million.

# Global Market Size - Specialized Mop Industry

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Although we were unable to find enough data to answer your question nor enough data point to triangulate a reasonable estimate, we determined that the specialized mop market is worth over \$500 million globally. Below you will find more details.

## METHODOLOGY And Findings

We extensively searched dozens of media reports such as New York Times, [Cincinnati](#), and [AOL](#); industry publications such as [Adage](#), [Non-Wovens Industry](#), [Continuum Innovations](#), and Consumer Search; market research publications such as [Statista](#), [Anything Research](#), [Freedonia Group](#), [Index Box](#), and [Business Wire](#); and annual reports of companies such as those of [Proctor and Gamble](#) and [SC Johnson](#) for data on the global market size of specialized mops. However, after searching dozens of sources, we were unable to uncover the data. We tried triangulating the data from available information. We first found that [Swiffer from Proctor and Gamble](#) is the dominant market player in that industry segment. This isn't surprising given that they [pioneered the product](#) which was [launched in 1999](#), and they had over [60%](#) of the market in 2000. However, efforts to determine a more recent market share didn't produce any relevant result. Swiffer is [Proctor and Gamble's main mop](#) product and the company had a market share of [35%](#) in the US market for mops, brooms, and brush. Swiffer generates a global revenue of at least [\\$500 million annually](#). Our effort to determine the percentage of the market Swiffer has in just the specialized mop segment was unsuccessful. We intended to find the global market share of Swiffer and then triangulate the size of the industry using the total revenue Swiffer generates globally and the market share it represents. However, searches through P&G annual reports and other industry and market research databases didn't yield the data, so we couldn't triangulate the global market size using this strategy.

One of the reasons data for the specialized mop segments is unavailable is because there is no specific title for mops similar to Swiffer in the industry. An article described such mops as "[quick mops](#)" and claims that that is the name in the industry for mops similar to Swiffer P&G invented, but this also sometimes include electric and robot mops. Regardless, we were unable to find data on the market size of quick cleaning mops. Other articles describe it as "[a category invented](#) by P & G" or "[the surface cleaner](#) that's neither a mop nor a feather duster". While some describe it as mops with [disposable cleaning pads](#). Our search for the market size of any of those categories didn't yield any result.

Swiffer itself is considered a crucial part of the cleaning tools/mops/brooms category and there are no analyses looking at just mops similar to Swiffer. For instance, a [market analysis](#) in 2006 noted that Swiffer mops accounted for [29.95% \(\\$217 million](#) in revenue) of the cleaning



tools/mops/brooms industry in the US that was worth [\\$738.9 million](#) at the time. Our search for global data didn't reveal any useful findings. We were also unable to find more recent estimates of Swiffer's market share, however, Swiffer is currently a [\\$500 million](#) product globally and is in over [50 million households](#) globally.

We tried to search for Swiffer's competitors globally to get a sense of their revenue. Our goal was to add up the revenues of the top players in the market to get a rough estimate of the total market size. We found [competitors such as S.C. Johnson & Son's Pledge Grab-It, Rubbermaid Reveal mop, Bona Quick Clean mop, and Libman Wonder mop](#), however, we were unable to find the revenue generated by the mop of those companies after an extensive search.

Having exhausted all other options, we can only objectively state the market is at least \$500 million globally, given that the lead product in the specialized mop category, Swiffer, generates at least that amount of revenue.

## CONCLUSION

To wrap up, the market of specialized mops is worth at least \$500 million globally.

## Part 1 Sources

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1) Qy Research is a global market research provider and worldwide leading publisher - QYResearch.com

<https://www.qyresearch.com/index/detail/224462/global-manual-cleaning-products-market>

- “Household Vacuum Cleaner accounted for the largest market with about 77.52% of the species of the Manual Cleaning Products. With over 46.82% share in the Manual Cleaning Products market, Residential Application was the largest application market in 2016.”

2) Global Manual Cleaning Products Sales Market Size, Trends and Forecast Report 2018

<https://www.retaildive.com/press-release/20180122-global-manual-cleaning-products-sales-market-size-trends-and-forecast-repo/>

- “On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into Household Vacuum Cleaner Commercial & Industrial Floor Cleaning Tools Simple Cleaning Tools Other”

3) Global Household Vacuum Cleaner Market Projected to be Worth USD 16.2 Billion by 2021: Technavio

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- “The U.S. is the global leader in imports of brooms, brushes, and mops, accounting for a 20% share (based on USD). Germany (8%), France (5%), and the UK (5%) followed based on their share size. In 2015, U.S. broom, brush, and mop imports totaled 1,760 million USD, which was 120 million USD (+7%) higher than the year before.”
- “China was the main supplier of brooms, brushes, and mops into the U.S., with a 72% share of total U.S. imports in 2015. Mexico followed distantly with a 7% share of total imports, while the other supplying countries held minor shares. China was the fastest growing supplier (+7.2% per year), while Mexico’s share saw a decline (-1.3% per year) from 2007 to 2015. As a result, China significantly strengthened its position in the U.S. import structure, from 59% in 2007 to 72% in 2015. By contrast, Mexico’s share reduced from 11% to 7%.”
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- “Demand for electric mops has been increasing considerably in both residential and commercial sectors. Electric mops are widely used for sweeping and mopping sealed floor surfaces made from vinyl, hardwood, and linoleum. These devices are equipped with a swivel steering handle, allowing easy maneuvering to sweep and mop floors and to avoid obstacles. ”
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