



CLEANING  
IN MOTION

2024\*2025 EDITION

# STATE OF THE MARKET



**Commercial Cleaning**

# STATE OF THE MARKET COMMERCIAL CLEANING EDITION

The commercial cleaning industry is undergoing a massive transformation. Client expectations are shifting, technology is advancing, and companies that don't adapt risk being left behind. This report combines data from over 100 cleaning companies, expert insights, dozens of publications to help you not only keep pace but thrive.

## Key findings include:



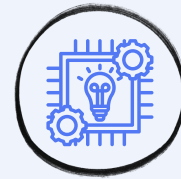
### MARKET GROWTH

The U.S. commercial cleaning industry, valued **at \$117 billion**, is expected to grow steadily in the next 5 years, driven by health concerns, specialized services, and outsourcing.



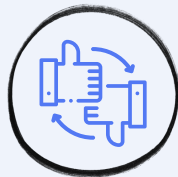
### ECONOMIC PRESSURES

**Rising costs and labor shortages** are impacting pricing and efficiency, leading many businesses to adopt value-based and flexible contracts.



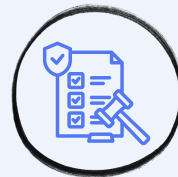
### TECHNOLOGICAL INNOVATION

**IoT, robotics, and data analytics** are reshaping cleaning operations and customer engagement, improving efficiency and performance.



### CLIENT PREFERENCES

Businesses are increasingly seeking **specialized services** tailored to industry-specific needs, particularly in healthcare, education, and logistics.



### REGULATORY SHIFTS

New health, safety, and environmental **regulations** are forcing cleaning companies to adapt or risk falling behind.

# MARKET OVERVIEW AND GROWTH TRENDS



Despite recent economic challenges, the **US commercial cleaning industry** is proving resilient. The market size has grown to **\$117 billion** and is expected to continue its upward trajectory over the next five years. What's driving this growth?

## POST-PANDEMIC HYGIENE

The pandemic left an indelible mark on how businesses view cleanliness, pushing the demand for consistent cleaning services.

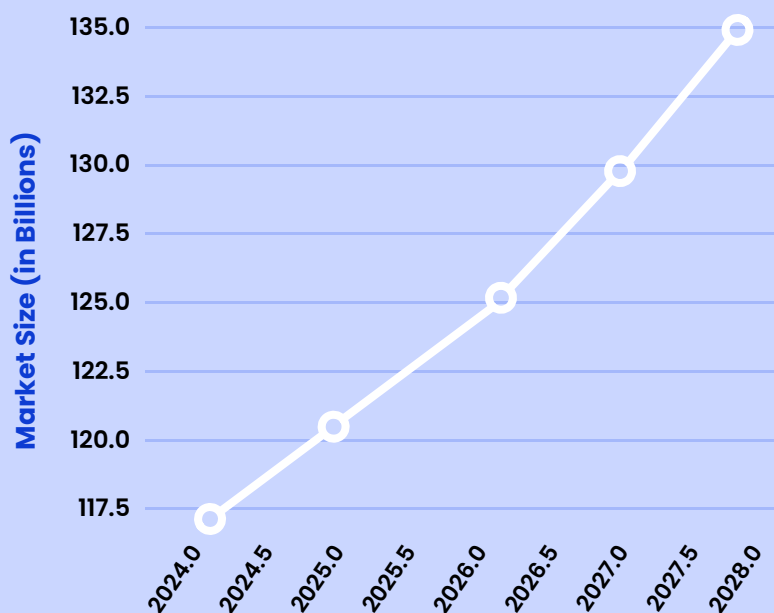
## OUTSOURCING BOOM

Businesses are increasingly outsourcing their cleaning needs, preferring to leave it to the professionals.

## HEALTHCARE & INDUSTRIAL GROWTH

These sectors are growing fast and driving demand for specialized cleaning services.

## Projected U.S. Commercial Cleaning Market Growth (2024-2028)



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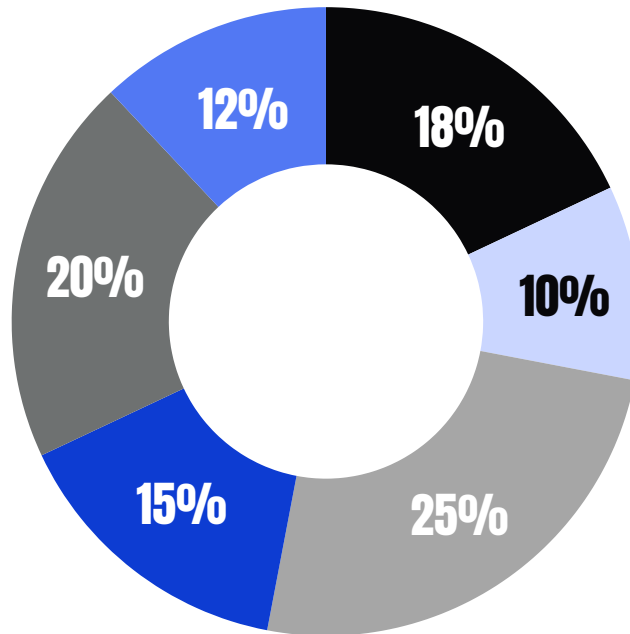
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## Industries Responsible for GDP Growth

(Key Targets for Commercial Cleaning)



● Retail & Hospitality  
● Education

● Logistics & Warehousing  
● Tech and Data Centers

● Manufacturing  
● Healthcare

### Key market drivers

#### HEALTH AND SAFETY CONCERNS

The focus on cleanliness post-pandemic isn't going anywhere. This awareness has led to **increased demand for professional cleaning services**, particularly in high-risk sectors like healthcare and food service.

#### REGULATORY COMPLIANCE

Businesses in regulated industries face stricter guidelines. **OSHA**, for instance, has updated its workplace cleaning standards **three times in the past two years**. But that's not all—**30% of states** have also implemented green cleaning requirements in public buildings. For companies that don't adapt, the stakes are high.

#### ENVIRONMENTAL REGULATIONS

Green cleaning is more than a trend—it's becoming a **requirement**. With **30% of states** pushing for environmentally friendly practices, businesses must use **non-toxic, biodegradable products**, and adopt methods that conserve water and reduce waste.

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# SALES AND MARKETING TRENDS



When it comes to staying competitive, **effective sales and marketing strategies are essential**. Here are the top approaches that are driving success in the commercial cleaning industry:

## Lead Generation Strategies

### COLD CALLING

Still holding strong in a digital world, cold calling continues to be a relevant strategy for commercial cleaning businesses. Ninety-two percent of companies with revenue over \$3 million have an inside sales position or outsource appointment-setting services.

**With an appointment-setting rate of 2.1%**, cold calling is one of the main drivers of growth.

### EFFECTIVE APPOINTMENT SETTING IS KEY TO CLOSING DEALS

Businesses should aim for a **25-32% closing rate** from outbound marketing efforts. For higher-cost channels like Google Ads, closing rates **often reach 60%**, making these campaigns a strong investment for companies looking to secure high-value contracts.

### COLD EMAIL

With an **average open rate of 24%**, email campaigns remain powerful when crafted properly. The key to success? **Personalization and value-driven content** that cuts through the noise and speaks to a prospect's pain points.

### LINKEDIN OUTREACH

As **35% of B2B decision-makers** use LinkedIn for vendor research, outreach on this platform is becoming increasingly important. Well-targeted **InMail campaigns** see response rates averaging between **10-15%**, making it a great tool for reaching decision-makers directly.

### GOOGLE ADS

Effective but costly, Google Ads often see **cost-per-proposal exceeding \$400** in competitive markets. Despite the high investment, **well-optimized campaigns** have strong conversion rates of around **60%**, making the ROI worthwhile for many businesses.

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## Follow-Up System and Touchpoints

Turning leads into clients requires **consistent follow-up**. Recent data shows that successful follow-up processes involve **8-12 touch points** spread over a **3-month period**. By varying the approach across multiple channels, you can maximize effectiveness:

### AUTOMATED FOLLOW-UP SEQUENCES

Companies that implement automated follow-up sequences report

# 20%

**higher engagement rates**, freeing up their sales team to focus on high-priority tasks without losing track of leads.

### MULTI-CHANNEL APPROACH

Using phone calls, emails, and social media **boosts engagement** by

# 40%

A multi-channel strategy keeps potential clients aware of your services while avoiding overwhelming them with repeated contact.

## Technology integration in sales

Technology is not only revolutionizing cleaning operations but also transforming how sales teams operate. The adoption of **Customer Relationship Management (CRM) systems, AI-powered lead scoring, and virtual reality tours** are becoming key differentiators in sales strategies.

### CRM ADOPTION

**78% of successful cleaning companies** have adopted CRM systems to track leads, manage pipelines, and streamline follow-up processes. This ensures that no lead is overlooked and that clients feel valued from the start.

### AI-POWERED LEAD SCORING

**30% of industry leaders** are now using AI to prioritize leads based on behavior, improving sales team efficiency by focusing on the most promising opportunities.

### VIRTUAL REALITY (VR) SITE TOURS

Early adopters of VR site tours are seeing a **25% increase in client engagement**. VR allows potential clients to experience your services without ever stepping foot in the facility, creating a more immersive and compelling sales experience.

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# OPERATIONAL CHALLENGES AND SOLUTIONS

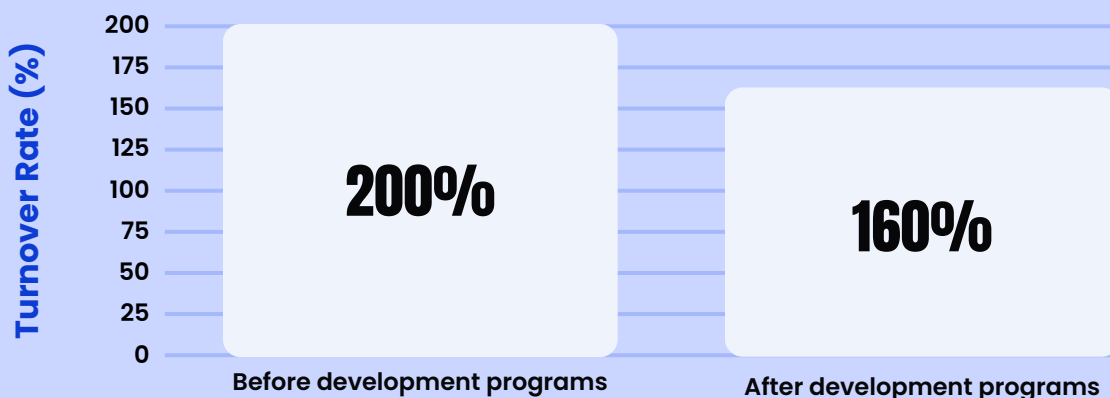


The commercial cleaning industry isn't without its challenges, but leading companies are finding ways to overcome them. Here's a breakdown of the key challenges and how businesses are addressing them:

## Staffing and Retention

The industry's **200% turnover rate** is a significant challenge. High turnover affects service delivery, increases recruitment costs, and reduces operational efficiency. However, companies that invest in **employee development programs** are seeing turnover reductions of **40%**. Additionally, the use of **gig economy platforms** is growing by **25% annually**, providing flexible staffing options to handle fluctuating demand.

### Turnover rate before and after employee development programs



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## Sustainability Initiatives

The demand for **green cleaning** is growing fast. In fact, the **green cleaning products market** is projected to reach **\$11.6 billion by 2029**.

Here's what businesses are doing to keep up:

### WASTE REDUCTION

**45%**  
**OF COMPANIES**

Now offer waste-reduction consulting, helping clients minimize their environmental footprint.

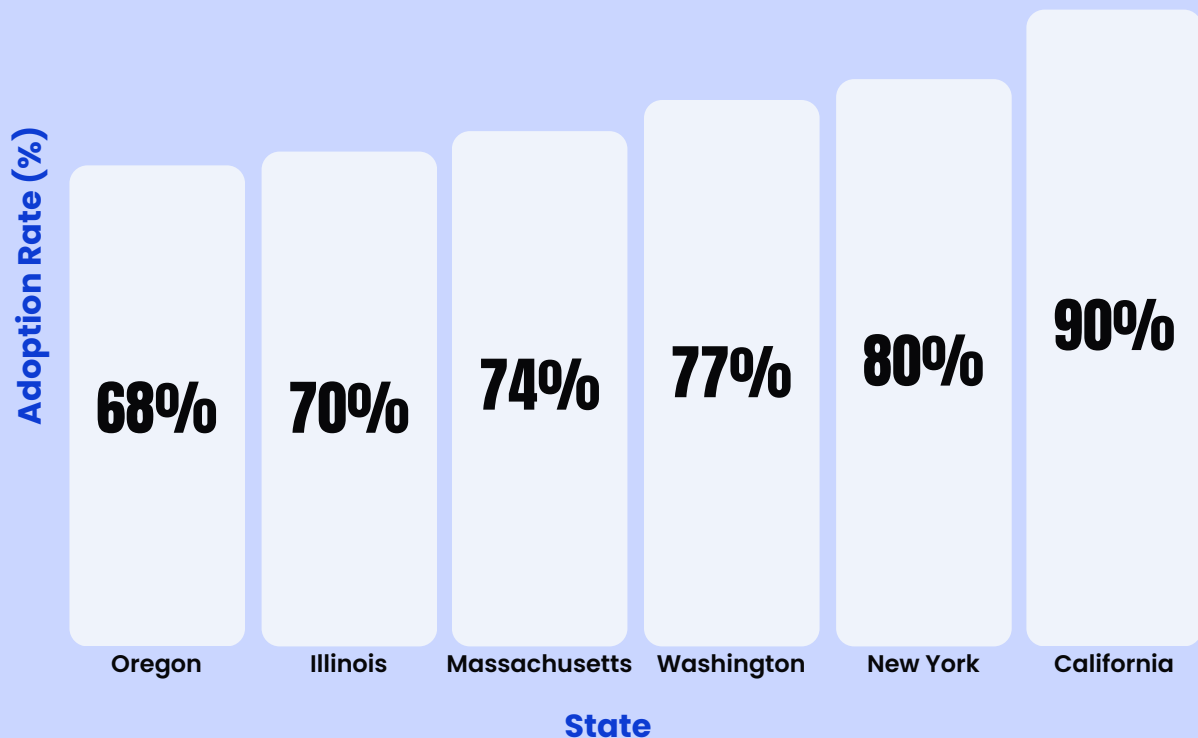
### WATER CONSERVATION

Low-moisture cleaning techniques have risen by

**28%**

since 2020, reflecting a shift toward sustainable practices.

### Adoption of green cleaning practices by state



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## Documentation and Accountability

Today's clients want proof that the job is being done right. **55% of clients** now request **cleaning audit reports**, which track cleaning frequency, methods used, and products applied. This trend is especially strong in sectors like **healthcare, education, and food services**. If you're not already offering transparent reporting, **now is the time to start**.

## Technological Advancements

Technology is driving the future of cleaning, transforming operations with **IoT, robotics, and data analytics**. Here's how:

### AUTOMATED CLEANING EQUIPMENT

Robots and AI are taking over routine tasks, reducing labor costs, and improving precision. The market for **cleaning robots** is expected to **grow by 15.8%** through 2026.

### IOT AND SMART BUILDINGS

**25% of large commercial buildings** now use IoT to monitor and manage cleaning operations, allowing real-time tracking and optimization.

### DATA ANALYTICS

Companies using **big data** to optimize cleaning schedules have seen **20% improvement in efficiency**.

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## Changing Workplace Dynamics

Workplaces are changing, and cleaning services need to evolve to keep up. **Hybrid work models** have altered cleaning demands, with **60% of office managers** adjusting their cleaning schedules accordingly. Plus, **coworking spaces** are booming, with a **40% increase** in demand for more frequent cleanings.

Businesses that operate 24/7, like **retail and hospitality**, also need cleaning services outside of traditional hours. **Since 2019**, demand for **overnight cleaning has risen by 25%**, ensuring spaces are customer-ready at all times.

## Customer Experience Focus

A clean environment doesn't just feel good—it drives business. **75% of customers** say that cleanliness influences their purchasing decisions, especially in sectors like retail and hospitality. But it's not just about customers: businesses that prioritize cleanliness see **12% higher employee satisfaction scores**.

And it's not just about hygiene—cleanliness is also a brand issue. **80% of consumers** believe clean businesses are more professional and trustworthy.

***Are you projecting the right image?***

## Specialization and Niche Services

Certain industries, like **healthcare and food processing**, need more than basic cleaning—they need specialists. The healthcare sector has seen **22% growth** in specialized cleaning services over the last two years, thanks to strict regulatory requirements.

Meanwhile, the market for **disaster recovery cleaning** is growing **18% annually**, providing opportunities in post-disaster services. And **high-tech environments**, like data centers and cleanrooms, have unique needs—this segment is expected to reach **\$3 billion by 2025**.

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## Economic Factors Impacting the Industry

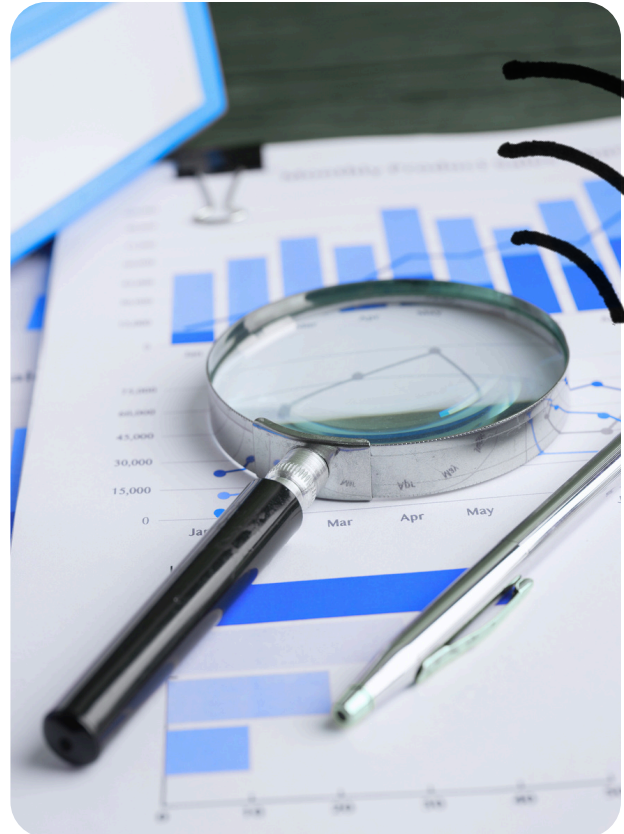
Economic pressures are reshaping how businesses approach cleaning:

### COST PRESSURES

**35% of businesses** have reevaluated their cleaning budgets to manage costs more effectively.

### LABOR SHORTAGES

The industry faces a staggering **200% turnover rate**, making it hard to retain staff. But as more companies focus on **outsourcing**, the demand for skilled cleaning services continues to rise. The outsourced cleaning market is projected to grow by **6.1% annually** through 2025.



## Shift in Contract Preferences

Clients are rethinking how they approach contracts.  
The latest trends show:



### SHORTER-TERM COMMITMENTS

# 65%

### OF NEW CONTRACTS

in 2023 **were for 1 year or less**, reflecting a desire for flexibility.

### PERFORMANCE-BASED CONTRACTS

# 58%

### OF LARGE CORPORATIONS

are moving toward outcome-based agreements, where payment is tied to measurable performance metrics.

### FLEXIBLE SCHEDULES

# 72%

### OF CLIENTS

now want adaptable cleaning schedules that adjust based on foot traffic or seasonal demand.

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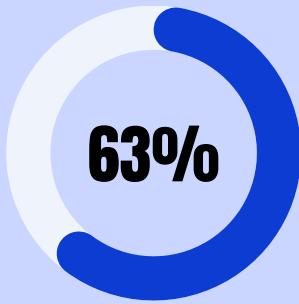
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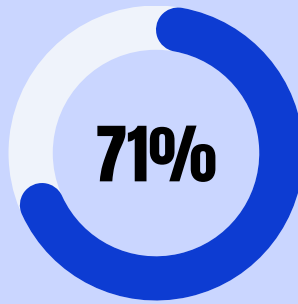
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## Value Perception vs. Price Sensitivity

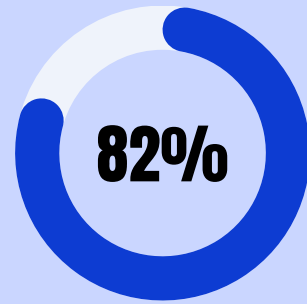
While price matters, clients are becoming more focused on value:



of clients rank **quality and reliability** above price.



of clients are willing to pay a premium for specialized services, like **medical-grade cleaning** or **eco-friendly options**.



of clients expect **transparency in pricing**.

## Decision-Making Processes

The sales cycle is getting longer and more complex:

### MULTIPLE STAKEHOLDERS

On average, **3.5 decision-makers** are involved in selecting a cleaning provider.

### LONGER SALES CYCLES

The time from first contact to contract signing has increased from **45 days in 2020 to 62 days in 2023**.

### INCREASED DUE DILIGENCE

**78% of clients** now request detailed proposals, including specific cleaning methodologies and quality assurance measures.



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## Competitive Landscape

The U.S. commercial cleaning market is a fragmented one, with a mix of **large national players and local operators** vying for their share of the market. The top five companies—**ABM Industries, ServiceMaster Clean, Jani-King, Anago Cleaning Systems, and JAN-PRO**—account for about **30% of the market**. These industry giants employ several key strategies to gain and maintain their competitive edge:



### VERTICAL SPECIALIZATION

By focusing on niche markets, like healthcare or industrial sectors, these companies are able to tailor their services to meet the specific needs of their clients. This vertical specialization not only builds expertise but also fosters long-term client relationships.



### FRANCHISING

With **35% of the market** comprising franchise models, rapid expansion is a common strategy. Franchising allows large companies to tap into local expertise while expanding their brand presence without the operational burden of directly managing every location.



### TECHNOLOGY INTEGRATION

Automation, AI, and IoT (Internet of Things) are revolutionizing the cleaning industry. By adopting these technologies, companies can optimize service delivery, reduce costs, and improve client satisfaction through real-time tracking and data analytics.



### MERGERS AND ACQUISITIONS

Consolidation is a key trend in the market. Larger players are expanding their footprint and diversifying their service offerings by acquiring smaller, specialized cleaning companies.

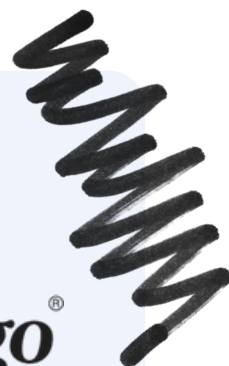
**ABM**

*ServiceMASTER*  
*Clean*

*Jani-King*  
The King of Clean

**JAN-PRO**  
CLEANING & DISINFECTING

*Anago*  
CLEANING SYSTEMS



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# Client Retention Strategies

**Client retention** is a critical success factor for commercial cleaning businesses, and top performers consistently achieve retention rates far above the industry average. Recent data shows that the average client retention rate in the commercial cleaning sector is **85%**, while **top-performing companies** boast retention rates of **92% or higher**.

To enhance retention, businesses are adopting several key strategies, supported by impressive metrics:

## CLIENT EDUCATION PROGRAMS

Educating clients on proper maintenance between professional cleanings **improves retention by 18%**, as it demonstrates commitment to their long-term success and helps ensure optimal results from the cleaning services.

## PROACTIVE COMMUNICATION

Companies that engage in **proactive communication** about industry trends and best practices experience **20% higher retention**. Keeping clients informed and demonstrating expertise strengthens trust and loyalty.

## CUSTOMER SUCCESS PROGRAMS

Implementing a **customer success program** focused on onboarding and regular check-ins **can boost first-year retention by 35%**. These programs ensure clients feel supported from the start, reducing early churn.

## LONG-TERM CONTRACTS

Companies securing **3+ year contracts** have increased **by 15%** since 2020, indicating a shift toward building lasting relationships with clients.

## VALUE-ADDED SERVICES

Offering additional services, such as **air quality monitoring and touchpoint disinfection**, leads to a **15% higher retention rate** as clients appreciate the extra value provided beyond standard cleaning.

## CLIENT FEEDBACK SYSTEMS

Businesses that implement **regular client feedback** mechanisms see a **25% improvement** in retention rates, as they are better able to address client concerns and improve service quality.

## PERSONALIZED SERVICE PLANS

Offering customized cleaning solutions tailored to individual client needs has proven to **increase retention by 30%**, as opposed to generic, one-size-fits-all services.

## CONSISTENT QUALITY OF SERVICE

**78% of clients** cite the consistent quality of service as the primary reason for renewing contracts, underscoring the importance of maintaining high standards over time.

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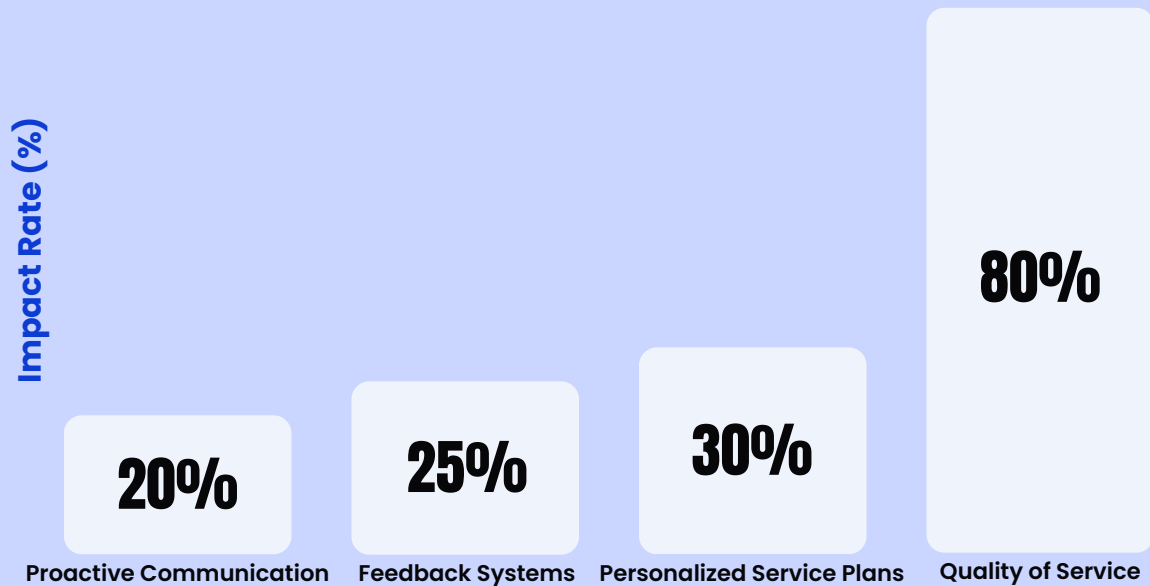
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## Impact of Client Retention Strategy



## Pricing strategies and their impact

In response to **economic pressures** and evolving client demands, many companies are shifting to more sophisticated pricing models:

### VALUE-BASED PRICING

**55% of top-performing companies** are adopting value-based pricing, where the cost reflects the quality and scope of services provided. This method builds trust and loyalty by ensuring clients feel they are getting more than just a cleaning service—they are receiving tailored solutions.

### DYNAMIC PRICING

**15% of companies** are experimenting with dynamic pricing, adjusting rates based on **demand and resource availability**. This strategy helps businesses maximize profits during peak times while keeping services affordable during off-peak periods.

### SUBSCRIPTION-BASED MODELS

Particularly popular in the **office cleaning sector**, subscription models provide predictable, consistent costs, which clients appreciate for budgeting purposes.



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## Quality Control and Client Satisfaction

Maintaining consistent quality is non-negotiable in this industry. Companies using **real-time feedback systems** have seen **30% increases in client satisfaction**. At the same time, IoT sensors and AI-powered quality inspection tools are becoming standard, with 45% year-over-year growth in IoT adoption and 20% of industry leaders now using AI to ensure service consistency.

# THE ~~IMPACT~~ OF THE 2024 ELECTION

The upcoming election could bring policy shifts that will significantly impact the commercial cleaning industry. Here are the key areas to watch:

### LABOR LAWS

Changes to minimum wage and employee benefits could raise operational costs, especially in states with already high labor rates.

### INFLATION

Inflationary pressures are expected to continue impacting businesses, including the commercial cleaning industry. Rising costs of goods and services, such as cleaning supplies, transportation, and wages, could compress profit margins. Businesses may need to adjust their pricing strategies to account for inflation, which could make services more expensive for clients but necessary to maintain profitability.

### ENVIRONMENTAL REGULATIONS

As environmental regulations tighten, the demand for green cleaning services is expected to increase as businesses strive to stay compliant.

### IMMIGRATION POLICY

Workforce availability could be affected by immigration reforms, particularly in regions where cleaning companies rely heavily on immigrant labor.



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# FINAL THOUGHTS

WOW!

**The commercial cleaning industry is on the brink of transformation.** The key to success in 2024 will be **agility**—adapting quickly to shifting market conditions, regulatory changes, and technological advancements. To ensure your business thrives, focus on:

1

## INVESTING IN TECHNOLOGY

Embrace AI, CRM, marketing and sales automations, robotics, and IoT to boost efficiency and improve customer satisfaction.

2

## RETAINING YOUR WORKFORCE

By investing in employee development, you'll reduce turnover and ensure consistent service delivery.

3

## EMBRACING SUSTAINABILITY

Green cleaning isn't just a trend—it's the future. Get ahead of the competition by adopting sustainable cleaning practices.

4

## STRENGTHENING CLIENT RELATIONSHIPS

Retaining clients is cheaper than acquiring new ones. Focus on long-term relationships, personalized services, and proactive communication.

5

## STAYING AHEAD OF REGULATORY CHANGES

With potential shifts in labor and environmental regulations on the horizon, keeping informed will help you stay ahead of the curve.

6

## NEVER STOP SELLING

One of the biggest mistakes companies make is cutting on marketing or sales efforts, lack of sales will put you out of business.

By staying adaptable and proactive, you can navigate the challenges of 2024 and beyond. Together, we can build businesses that are not only profitable but also responsible and resilient.



**Samuel Klein**  
CEO, Cleaning in Motion



A man with short brown hair and a light beard, wearing a black polo shirt with a small white logo on the left chest, is pointing his right index finger directly at the camera. He is smiling slightly. The background is a solid blue color with large, light blue, abstract shapes that resemble stylized letters or waves.

**Samuel Klein**  
Ceo, *Cleaning in Motion*

## ABOUT THE AUTHOR

Meet Samuel Klein, the driving force behind NoLeadsLeftBehind.com and the **No Leads Left Behind** newsletter. As the CEO of Cleaning in Motion, a marketing agency specializing in lead generation for facility service providers, Samuel has helped over 100 companies grow their businesses. With hands-on experience as an investor and CMO of commercial service companies, including a roofing contractor and parking lot maintenance company, Samuel brings a unique, insider perspective to lead generation in the B2B service industry.

Samuel is also the **author of the book *No Leads Left Behind: Sales and Marketing Tactics for Commercial Cleaning Business Owners*** and **host of *The Cleaning in Motion Show* podcast**, where he shares invaluable insights into growing and scaling your commercial service businesses.

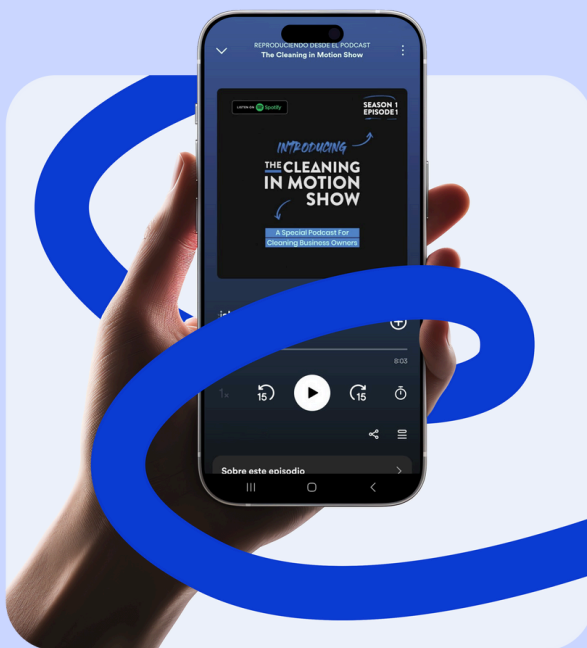
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#### SALES AND MARKETING TIPS

Proven methods to keep your leads engaged and turn prospects into long-term clients.

#### LATEST INDUSTRY TRENDS

Stay ahead with up-to-date insights on market growth, client preferences, and regulatory shifts.

#### OPERATIONAL STRATEGIES

Simplified methods to streamline your business, from staffing solutions to quality control.

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