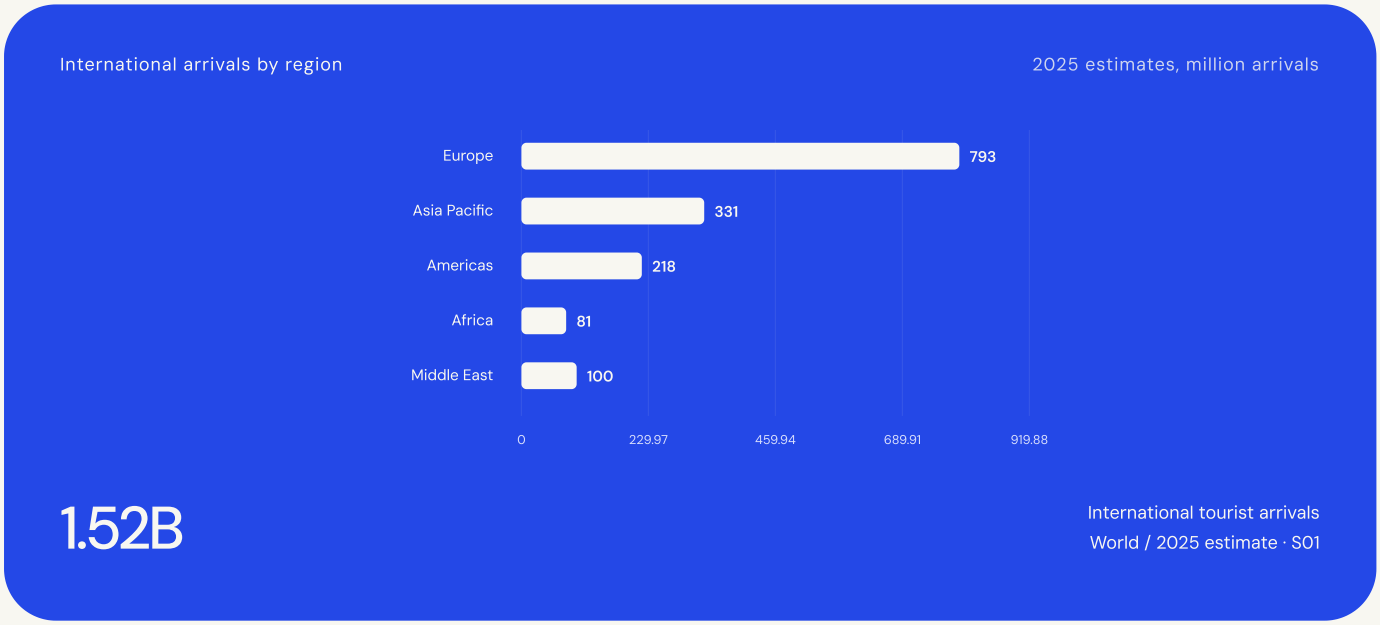
SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Commercial laundries & linen rental

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

Commercial laundry and linen rental depend on the customer's daily operation. Textile type, collection frequency and delivery distance must work together.

1.52B
International tourist arrivals
World / 2025 estimate [S01]

+4%
Annual arrival growth
World / 2025 estimate [S01]

793M
Arrivals in Europe
2025 estimate [S01]

01 What you can offer

Offer laundry only or a combined linen rental and laundry service to suit the operator's needs.

02 Where to start

Research hotels and similar operators along your service routes.

03 What to ask

Establish textile types, volumes and peak periods.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

International arrivals provide context for travel and hospitality activity. Prospecting should focus on the operators and organisers that can buy your service.

International tourist arrivals

World / 2025 estimate [S01]

1.52B

Annual arrival growth

World / 2025 estimate [S01]

+4%

Arrivals in Europe

2025 estimate [S01]

793M

What these figures cover

The figures are estimated international overnight arrivals for 2025 across all trip purposes, rather than business travel alone. Arrivals may differ from unique traveller counts.

Consider international customers

International hotel groups can be local customers; exporting textiles and operating a laundry abroad are different businesses.

03 / CHARTS AND MARKET REACH

Compare the figures.
Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

International arrivals by region

2025 estimates, million arrivals

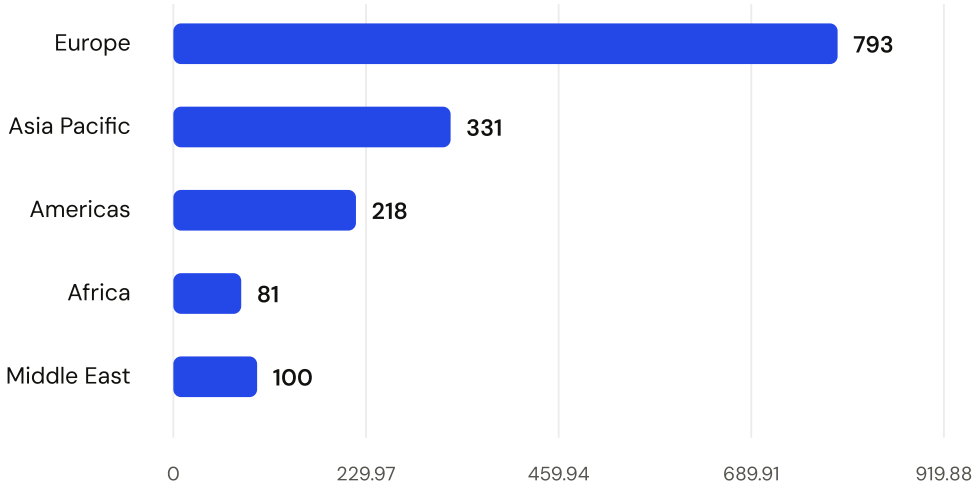


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Research hotels and similar operators along your service routes. Separate customers using their own linen from those considering rental.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

International hotel groups can be local customers; exporting textiles and operating a laundry abroad are different businesses.

The figures are estimated international overnight arrivals for 2025 across all trip purposes, rather than business travel alone. Arrivals may differ from unique traveller counts.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE 01
Potential buyer

Hotels

What to discuss

Discuss hotel linen volumes and delivery frequency as occupancy changes.

Who to speak with

Housekeeping, operations or procurement lead

PROFILE 02
Potential buyer

Serviced accommodation

What to discuss

Ask serviced-accommodation operators about linen changes and deliveries for their units.

Who to speak with

Housekeeping, operations or procurement lead

PROFILE 03
Potential buyer

Event venues

What to discuss

Plan textile requirements for dated events with venue operators.

Who to speak with

Housekeeping, operations or procurement lead

PROFILE 04
Potential buyer

Restaurant groups

What to discuss

Discuss collection arrangements for table and service linen across restaurant branches.

Who to speak with

Housekeeping, operations or procurement lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Research hotels and similar operators along your service routes. Separate customers using their own linen from those considering rental.

Next step

Research a small group of relevant firms.

02

Define the work together

Establish textile types, volumes and peak periods. Agree collection times, turnaround and how loss or damage will be handled.

Next step

Write down the agreed requirements.

03

Look across borders

International hotel groups can be local customers; exporting textiles and operating a laundry abroad are different businesses.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 International tourist arrivals up 4% in 2025

UN Tourism · 20 January 2026

www.untourism.int ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/commercial-laundry-linen-rental/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION