SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Commercial cleaning companies

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 cleaning prospects need to fit the sites you can serve. Building size, opening hours and travel distance all affect the work.

2.43M
Janitor and cleaner jobs
US / 2025 / rounded [S01]

35%
Building-service employer share
US occupation / 2025 [S01]

+2%
Projected employment growth
US / 2025–2035 forecast [S01]

01 What you can offer

Offer a clearly scoped cleaning service after reviewing the premises and the way the business operates.

02 Where to start

Choose one service area and site type.

03 What to ask

Visit the site before quoting.

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.

US employment data illustrate the role of building and facility services in commercial cleaning. Your own customer search should follow local coverage and team capacity.

Janitor and cleaner jobs

US / 2025 / rounded [S01]

2.43M

Building-service employer share

US occupation / 2025 [S01]

35%

Projected employment growth

US / 2025-2035 forecast [S01]

+2%

What these figures cover

These are US occupational figures, not global cleaning revenue. The chart shows selected employer groups. Employment growth is a forecast for 2025–2035.

Consider international customers

Overseas ownership does not remove local delivery needs; serve foreign-owned sites locally or expand with an accountable local partner.

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.

US cleaning employment: selected employers

2025, occupation share (%)

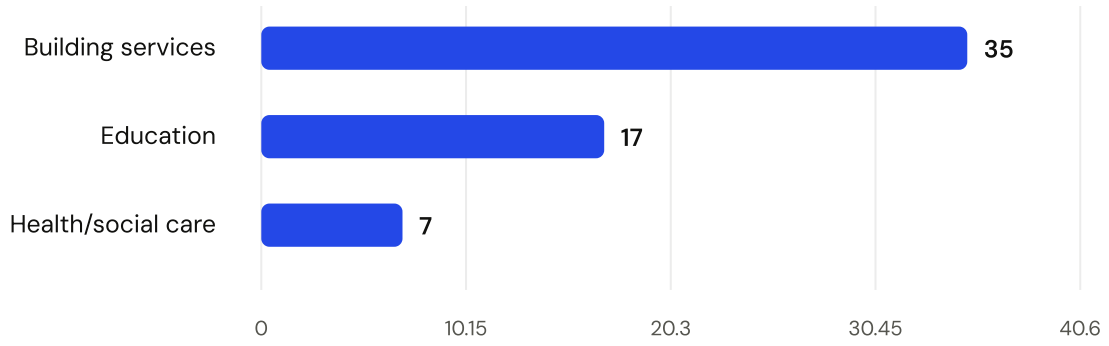


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose one service area and site type. Find out who manages cleaning at businesses within that area.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Overseas ownership does not remove local delivery needs; serve foreign-owned sites locally or expand with an accountable local partner.

These are US occupational figures, not global cleaning revenue. The chart shows selected employer groups. Employment growth is a forecast for 2025–2035.

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

Managed offices

What to discuss

Discuss regular or periodic office cleaning that fits the occupier's working hours.

Who to speak with

Facilities lead or property manager

PROFILE
02
Potential buyer

Commercial sites

What to discuss

Use a site visit to establish the areas covered and the property manager's expectations.

Who to speak with

Facilities lead or property manager

PROFILE
03
Potential buyer

Warehouses

What to discuss

For warehouses, floor conditions, goods movements and access times shape the cleaning plan.

Who to speak with

Facilities lead or property manager

PROFILE
04
Potential buyer

Multi-location businesses

What to discuss

Ask whether multiple locations need the same specification or different services at each site.

Who to speak with

Facilities lead or property manager

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

Choose one service area and site type. Find out who manages cleaning at businesses within that area.

Next step

Research a small group of relevant firms.

02

Define the work together

Visit the site before quoting. Clarify the areas, tasks, working hours, access conditions and equipment needed.

Next step

Write down the agreed requirements.

03

Look across borders

Overseas ownership does not remove local delivery needs; serve foreign-owned sites locally or expand with an accountable local partner.

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 Janitors and Building Cleaners: Occupational Outlook Handbook

U.S. Bureau of Labor Statistics · 2026 / 2025 data

www.bls.gov ↗

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-cleaning-companies/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION