

# 2023 Cleaning Industry Trends to Consider

INTERCLEAN

At InterClean, we participate in and facilitate a lot of conversations between businesses within the cleaning industry and further afield. While trends rarely stay self-contained within a single calendar year, there's four that we think are going to be highly interconnected in the next 12 months.

## Recruitment



Perceptions of the type of work available in the cleaning industry will continue to be a factor in lower recruitment. The industry also continues to see a lesser, but related, issue with retention as people leave the industry. Working factors such as newer technology can ease the burden for both recruitment and retention.

**23%**  
of businesses anticipate recruitment challenges

Cleaning vacancies rose by

**252%**



Whether indoors or outdoors, we'll continue to see the development of robotic, cobotic and smart technology. Autonomous cleaning robotics, whether built into smart buildings, or set to operate within a facility, will not only improve efficiency, but help with cost reductions and improved sustainability.



## Technology



**48**  
robotic cleaning machines launched in 2022



**2.7**  
million industrial robots in use across the globe

## Sustainability



In recent years, many industries have talked about sustainable development, and cleaning is no different. What is changing is that it is no longer solely consumer demand focussed, it is people that work in the industry that want sustainability from their employers. Whether it's durable products, chemical reduction/elimination, or power management, the ecology benefits, but reduced costs are also a potential improvement.

**55%**  
of businesses are investing in sustainable practices in 2023

Geopolitical events and decisions continue to play a significant role in cleaning industry costs. Increasing energy costs hit every facility, and not all costs can be passed on to customers. Scarcity of materials due to distribution issues will continue to drive up production cost, further squeezing profits and revenue.



## Increasing Costs



Energy cost up  
**60%**

Labour cost up  
**12%**

Material cost up  
**13%**

No matter what happens this year, we'll continue to provide coverage to you and look at the emergent trends that our industry faces. Connect with us online and in person to be part of the conversation, and to access the latest thoughts and insights into where our industry goes next.

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