



China – An Exciting Market for Your Professional Cleaning & Hygiene Business



Interclean China 18 – 20 October 2023 | Chongqing | China



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Introduction: Unlocking China's Potential

China is undoubtedly fast becoming one of the major players in the global cleaning arena.

In this informative guide we'll offer a unique perspective on what is driving the recent advances in the Chinese cleaning and hygiene industry. What trends and developments have propelled the industry into the limelight and how can other companies tap into this new wave of optimisation?

You can use these insights as a springboard to effectively explore the many exciting opportunities to experience China's flourishing professional cleaning and hygiene market at this year's Interclean China Trade Show.

Interclean is proud to be a leader in harnessing this extraordinary potential with Interclean

Discover the entire Chinese cleaning market under one roof.

China - the premier international cleaning trade exhibition showcasing the latest innovations and trends in the Chinese professional cleaning and hygiene sector.

Interclean China 2023 will take place from 18 -20 October 2023 at the Chongqing International Convention and Exhibition Centre. You can join top-level representatives from all the major international cleaning manufacturers, distributors, contractors, decision-makers, and innovators to discover why China is one of the world's most influential and exciting movers and shakers in the world of commercial cleaning and hygiene.

Here you'll have the opportunity to discover the entire Chinese cleaning market under one roof, offering an unrivalled platform to gain valuable insights and build effective connections - to forge an exciting future in this dynamic sector.

Why China?

China has become an extremely relevant and significant market for the global cleaning industry in recent years.

But what is it that makes the Chinese commercial cleaning industry so attractive to investors looking to be on the forefront of the



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most cutting-edge opportunities and pioneering advances in the international cleaning sector? We'll explain why your business simply cannot afford to miss this exclusive opportunity to take advantage of the full potential of China's professional cleaning and hygiene market.

Not only is China one of the markets with the greatest potential for growth and development, but this country is also leading the way in rapid advances in the fields of innovation, technology, and sustainability – exciting trends which are currently being reflected throughout the international cleaning fraternity.

It's predicted that China will become one of the most important markets for cleaning products, equipment, resources, and services in the coming years. And you need to be part of this wave.

With continued growth and investment in infrastructure in the country, the general living standard is rising, and demand is higher than

ever for professional cleaning, disinfection and hygiene products and services.

In fact, it was the famed 6th century Chinese philosopher Confucius himself who said: "If you are the smartest person in the room, then you are in the wrong room." Being in the room at China's premier professional cleaning & hygiene trade show guarantees you'll be amongst some of the smartest people in the global cleaning community!

InterClean China's location, Chongqing, is an important hub in southwest China – one of the fastest growing major regions in the country. Home to more than 31 million people, this mega city has also seen significant growth over the years, attracting visitors from all over the world.

Breaking new ground in innovation and optimism

China has always presented an exciting, vibrant, and dynamic market for many of humankind's most ground-breaking and influential products. From the compass, tea, silk, paper and gunpowder, there are many Chinese inventions





that have changed the face of the world and the course of history.

China is often not given enough credit for how far it has come as an innovator. It is fertile ground for global companies to conduct research and launch new products, and an important source of low-cost, agile, and competitive solutions(weforum.org).

Of late there have been impressive strides made in terms of Chinese companies' dedication to showcasing quality products and state-of-the-art innovations. Whereas in the past it may have been the case that the Chinese exhibitors were the "copy-cats" with low-quality products and unattractive booths, now a group of exhibitors has grown into professional companies with products that compete or even surpass the products of the traditional exhibitors.

In this informative guide we'll offer a unique perspective on what is driving the recent advances in the Chinese cleaning and hygiene industry.

These exhibitors are referred to as the Chinese brand name because they use professional marketing and branding strategies as opposed to the traditional format with the city or province of origin in the company name.

China's emergence as a respected and reliable innovator could transform it into a global R & D hub. It offers low costs and proximity to large, and essentially untapped markets, including its own - enabling the rapid deployment of new products.

Tracking China's Top Cleaning Trends

It's important to track not only the emerging trends on the Chinese commercial cleaning landscape, but also to examine how these advances will have ripple effects in the global market.

In this guide we will share insights about the increase in automation/ smart technology and the use of AI-powered robots in cleaning, as well as the progress in green cleaning and sustainability in the adoption of eco-friendly practices, materials, and equipment. We'll also offer a brief overview of healthcare cleaning in China - which is especially relevant in terms of the lasting effects of the surge in sanitisation



and healthcare due diligence in the wake of the pandemic.

China's burgeoning professional domestic cleaning industry

China will be the world's largest economy in 2024 which can be partially attributed to increased disposable income and urbanisation.

With the development of China's economy and the improvement of material living standards, cleaning has become a part of improving people's quality of life and is beneficial for the international Cleaning and Hygiene industry. Cleaning and hygiene are now no longer considered a luxury, they are deemed a necessity. Cleaning services, whether domestic or commercial, are regarded as fully fledged commercial sectors.

Thanks to the growing demand for more professional and high-end solutions, there is an increasing call for better standards of hygiene in not just the major cities such as Shanghai, Beijing or Guangzhou, the so-called first-tier cities, but also in second and third-tier cities. This leads to a shift where international companies are moving their manufacturing

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plants or their offices to the second and third-tier cities.

In these cities a disposable income increase is expected to fuel demand for the domestic cleaning market. This is similar to the effect of the disposable income increase in a country like India, which became a potential market for the growth of cleaning services due to a high population base, growth in disposable income, and rise in consumer awareness.

In fact, the demand for professional home cleaning services has been increasing rapidly among members of China's expanding middle class. Cleaning industries along with other businesses such as personal care have witnessed a boom. It was estimated that the value of the home cleaning service industry surpassed 800 billion RMB (\$119 billion) in 2018, and it is forecasted that it will soon exceed 1 trillion RMB (\$ 149 billion) (daoinsights.com).

A new dawn for China's commercial cleaning market

The biggest market in the Asia Pacific region is China. Since 2013, the cleaning industry has been developing as a sunrise industry in China. The Asia Pacific regional market for cleaning services is expected to experience the fastest growth between 2021 and 2026.

Not only do things look rosy for the future in terms of China's professional cleaning industry's growing output, but there is also maturing when it comes to the status of the profession.

This translates into a consistent demand for various commercial cleaning services among commercial consumers such as retail sectors, public institutions, hospitals, event organisers, the hospitality sector, and stadiums (europeancleaningjournal.com).

Furthermore, the cleaning sector in China is expected to grow due to the rising economy and surge in construction of commercial and non-commercial buildings in the region, which in turn bumps up the demand for janitorial services.

Other factors responsible for boosting the demand for janitorial services in China include the rising trend of co-working space, increase in the number of start-ups and the growing



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investment in global companies. China and Japan are the two leading Asia Pacific nations to obtain maximum revenue share of the janitorial services market (reportlinker.com).

The industry's total revenue has grown at double digits. According to a review and market prospect forecast report of China's cleaning service industry (2020-2026) by China's Ministry of Information Industry, China has a potential of 300 billion yuan in professional cleaning market demand every year. It is increasing by more than 20% - making China the largest market for professional cleaning in the world.

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China has reached a critical period to improve the quality of construction and high tech has played an important role with these developments. An example of this is the ambitious "One Belt One Road" infrastructure project - which could see construction explode across the region. This is likely to have a trickle-down effect on the professional cleaning industry, which includes growth in post-construction cleaning, such as debris cleaning and waste disposal.

In the Asia Pacific region, the market is expected to be propelled by the rising construction rates, with construction companies subcontracting cleaning services. In addition, this growth of the cleaning services industry, especially in emerging markets such as Latin America and Asia Pacific is being aided by the growing demand for integrated facilities management (expertmarketresearch).

The commercial cleaning market is also driven by a rising number of hotels and restaurants, with the growing demand for travel and hospitality services around the world. Beijing, China, has the most hotels worldwide.

China's society is becoming more mature and attention to the protection of intellectual property rights has become an important part of the states. While increasing its efforts to learn from an import technology from advanced international enterprises, China has made IPR protection one of its top priorities to be emphasised and managed.

China released an ambitious 15-year plan (2021-2035) for the development of intellectual property rights (IPR). The plan, which demands stricter IPR protection, greater market value of IPR by 2025 and a high level of public satisfaction was formulated by the Central Committee of the Communist Party of China and the State Council.

By 2035, it's hoped that China's IPR competitiveness will rank among the top in the world, says the guideline.

The guideline maps out a number of key tasks including building an IPR protection system that supports a world-class business environment, building a public IPR service system that is beneficial and convenient for the public, establishing an IPR market operation mechanism that encourages and promotes innovation and stepping up participation in



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global IPR governance. (China issues guideline for IPR development (www.gov.cn)).

The Chinese government developed the strategy "Made in China 2025" to transform China from a "copycat" industry to an innovative OEM program and ultimately become a leader in innovation at an international level.

The rapid rise of AI and automated equipment

One of the principal global cleaning trends has been the rise of technologically advanced cleaning. With heightened cleaning standards, staffing issues and sustainability targets amongst the current and ongoing cleaning issues affecting the worldwide cleaning industry, China is becoming a technological force to be reckoned with.

The Asia Pacific region, of which China is the largest country, is currently the fastest-growing artificial intelligence (AI) market in the world. In 2023 alone APAC's investments in new technologies, including AI, have accounted for around 40% of its total information communication technology investment (mordorintelligence.com).

Projects such as "Made in China 2025", "Action Outline for Promoting the Development of Big Data" and "Next Generation Artificial

Intelligence Development Plan” represent ambitious campaigns to invest in and promote smart technology. With the implementation of far-reaching initiatives such as these, China aims to become the global leader in AI by 2030. By then, growth in the core AI industry is expected to more than double again and be valued at 1 trillion yuan.

Artificial intelligence is already well established in the daily lives of Chinese citizens, featuring in search engines, spam filters, robot vacuum cleaners and automated lawn mowers. AI has developed rapidly and is now used for facial and voice recognition, pattern detection and research. AI is causing significant disruptions and transforming the technological landscape in almost every industry, and the cleaning sector is swiftly embracing these developments.

China and Japan are among the largest suppliers of industrial robots, and they are successfully commercialising robotics R & D and AI. China has the highest adoption rate of AI and automated equipment in various household and industrial applications.

This is likely to offer significant opportunities for cleaning equipment manufacturers to adopt automated, AI powered and robotic cleaning technology and cleaning equipment. Robotic cleaning products are a relatively new concept; however, they have the potential to disrupt the cleaning services market in Asia.

China is aiming at introducing a large-scale roll-out of cleaning service equipment led by



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artificial intelligence technology or related tools and management methods containing artificial intelligence technology. Data led management systems and real time monitoring will have a significant impact on traditional cleaning services, especially for the restroom segment.

The cleaning industry in China goes green

The terms “sustainability” and “corporate social responsibility” have become significantly more important over the last few years. Due to a rise in more stringent environmental regulations across the globe, the demand for sustainable cleaning solutions has skyrocketed.

In an age where our resources are under increasing strain, the cleaning industry must do its part to reduce air pollution and water consumption, help fight ozone depletion and combat climate change – or run the risk of being part of the problem and not the solution. This is especially significant in such a heavily populated region as China.

The cleaning sector is currently undergoing a significant shift in line with customers’ mounting demand for greener products, increased social responsibility policies and commitment to sustainability from its service providers.

Whilst green cleaning measures are already gaining momentum, there are significant opportunities for improvement by commercial cleaning companies.

Chinese companies and people in general are more aware of the effects of climate change



and the importance of using more eco-friendly products. The Chinese cleaning industry sector has been making strides towards sustainability. Companies are developing and or adopting intelligent technologies and biodegradable, recyclable and/ or reusable products to transform their business models in a responsible and ethical way.

The number of companies that are actively trying to become more eco-friendly is still rising, which is not surprising considering the positive impact it has on the environment and the companies themselves. This also affects the cleaning and hygiene industry in China and highlights the important role of eco-friendly business models.

China has long struggled with the waste generated by its 1.4 billion citizens and in order to realise a long-term mechanism to control plastic pollution, China says it will minimise the amount of plastic sent to landfill. This will have a substantial impact on the production and packaging of cleaning equipment – both the primary packaging that wraps consumer products and the secondary packaging comprised of boxes for transportation, pallets and shrink wrapping.

Chinese companies are fine-tuning the footprint of their primary and secondary packaging, making sure they use recycled and recyclable materials in each of these areas. The Chinese government also wants to standardise the

classification of different waste types to move away from mixed waste streams. This calls for installing dedicated waste bins and setting up sorting stations and recycling plants near public hotspots, such as shopping districts, universities and airports.

Product-safety awareness among Chinese consumers is also getting higher. Concerns about daily chemical products, like cleaning detergents are especially prominent. Consumers believe in the importance of companies that are publicly stating their eco-friendliness. They can ask for insights into the production process of the companies they buy from.

This must be an important consideration for the cleaning and hygiene industry for the greater good in the long term – being eco-friendly also

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translates into more sales and being more cost efficient.

Healthcare cleaning gets a helping hand

Effective cleaning practices and proper disinfecting products are directly responsible for reduced rates of healthcare-acquired infections.

The Chinese government acknowledges the challenges in the country's over-burdened healthcare system. Public health has been given significant priority at the core of the country's policy-making agenda. The national goal of "Healthy China 2030" focuses on disease and infection prevention and a comprehensive overhaul of the health care system.

Similarly, the Asia Pacific Society of Infection Control (APSIC) – an organisation of infection control professionals in the region – put together the Guidelines for Environmental Cleaning and Decontamination, with the aim to provide evidence on environmental cleaning in limiting pathogen transmission, as well as best cleaning practices (hospitalmanagementasia.com).

Through increased financial investment and these more favourable policies and practices, the country aims to raise the profile of hygiene in the primary healthcare sector, for the benefit of both patients and hospitals.

These national academic prevention efforts to prevent the outbreak of infectious diseases caused by bacteria and viruses through socialized basic disinfection should protect the physical and mental health of the people – and

ensure a safer more harmonious society in the future.

This health-conscious approach extends to maintaining a healthy indoor environment to reduce allergens, infectious agents, and dust. With rigorous standards of adherence to health and safety regulations becoming a major occupational prerequisite in workplaces around the world, commercial cleaning plays a pivotal role in achieving these targets.

This development also translates into the future cleaning work of China and all cleaning services. The medical market or healthcare segment is growing much faster than before. Since 2012, the cleaning department in hospitals has experienced an annual growth of more than 20%.

China's need for skilled workforce in areas such as healthcare has helped the government focus on digitization and the robotics industry to take care of citizens in the future. The COVID-19 outbreak demonstrated the country's willingness and readiness to deploy robotic technology as part of a medical emergency. For example, robots are increasingly being used to help disinfect hospitals and offices by irradiating rooms with UV light.



China's booming cleaning products industry

It's interesting to know that China's cleaning products, an emerging industry, has only been developed for 30 years.

Despite this, cleaning products are big business in China. The country is home to some of the world's largest manufacturers and suppliers of cleaning products, including cleaning agents, detergents, and soaps.

This growth is being driven by the country's rapidly urbanising population, increased hygiene awareness (especially after COVID-19), higher disposable incomes and increased consumer awareness of natural eco-friendly products.

This is a rare opportunity for international companies to enter the Chinese cleaning and hygiene industry, because most of the sales of Chinese cleaning products still rely on export and OEM processing.

This echoes the global demand for cleaning and hygiene products including disinfectants, hand sanitisers, surface cleaning solutions, bathroom cleaners, detergents, washing powders and floor and toilet cleaners. People are becoming more attuned to fundamental hygiene as a result of the rise in infectious diseases such as COVID-19.

The Chinese government's "Beautiful China" campaign which aims to improve the country's environmental standards, has also created exciting opportunities for growth in the

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cleaning products industry as companies explore new, more environmentally friendly products. This market is expected to grow due to the predicted decline in the use of abrasive chemicals that are both harmful for consumers and the environment.

Interclean China 2023: the perfect opportunity to connect, engage and grow

Interclean China is part of the renowned Interclean brand, known globally as the largest and most innovative trade show in the world. Organised by RAI Amsterdam, the exhibition serves as the meeting place for all market leaders within the Asian cleaning sector.

Our RAI China office in Shanghai is thrilled to partner with Interclean Amsterdam to showcase the wealth of experience, expertise, connections, and partnerships we have established over the years, since Interclean was first founded in 1967.

All segments from the professional cleaning and hygiene industry will be presented, including laundry, healthcare, zero waste solutions, machines, equipment, management and mobility solutions, robotics, Artificial Intelligence (AI), and more.

Visitors will also hear from top industry experts on how to manage and grow business in China and have the chance to attend workshops and demonstrations from global vendors looking to import their products and services for the ever-growing market.

At Interclean China 2023 you will have the unique opportunity to:

- Attain a global overview of the industry: Gain knowledge of a variety of cleaning and hygiene fields, with inspiring presentations,

workshops and events delivered by some of the industry's top companies.

- Discover innovative products, solutions, and providers: See the latest developments of solutions, services and products from China and connect with suppliers to help manage and grow your business. Interclean China can help you find new business opportunities!
- Network and connect with role players, leaders, and industry experts: Attend offline roadshows with industry thought leaders, cleaning technology experts, suppliers, users, property/ facility management representatives, R&D managers, product specialists and service operators. Find out what China has to offer for your business, from new export options to exciting products to re-sell.

Have we sparked your interest? Great!

You can now:

1. **Register** as a visitor to Interclean China
2. **Participate** as an exhibitor at Interclean China
3. **Join** the Explore China Tour: a very efficient and low-risk opportunity to explore the Chinese market. This 5-day tour offers you a combination of exhibition visit, introduction meetings with (possible) business partners, excursion to end-users and touristic sightseeing.

We look forward to welcoming you to Interclean China 2023!



