



# 2025 Commercial Cleaning Insights



# Executive Summary:

The \$110 billion commercial cleaning industry is the backbone of America's workplace infrastructure. From bustling office towers to critical healthcare facilities, commercial cleaners ensure our nation's essential spaces' safety, health, and productivity. Yet, as we look toward 2025, this vital industry stands at a crossroads of tradition and transformation.

Our comprehensive study of 1,022 commercial cleaning companies reveals an industry primed for evolution. While 57% of businesses project revenue growth and ongoing contracts drive over half of industry revenue, mounting pressure from labor shortages, rising customer expectations, and new technological demands are reshaping how successful cleaning companies must operate.

The data tells a compelling story: 95% of commercial cleaners service office buildings, 73% maintain government facilities, and 64% support healthcare centers. This extensive reach underscores the industry's scale and critical role in maintaining America's economic engine. Yet with this opportunity comes complexity — today's cleaning companies must balance time-tested service excellence with modern operational demands.

# 43%

## of Businesses Rely on End-to-End Software

Payroll processing (56%), accounting (54%), and invoicing (50%) are critical features in technology usage. This shift towards digital tools reflects a broader industry trend to optimize processes and improve performance.

# 25%

## of Businesses Need Industry-Specific Tech

While 33% of companies hesitate to switch software due to onboarding costs and time, many find that general business management tools fall short of addressing the industry's unique needs. Siloed solutions can create inefficiencies, reduce data accuracy, and slow growth. Only tailored solutions designed for commercial cleaning contractors can deliver integrated solutions that drive success while minimizing disruption.

# 63%

## Face Staffing Challenges to Growth

Recruitment and retention are primary concerns for companies aiming to expand, with customer retention following closely at 57%. To overcome these obstacles, businesses seek innovative strategies prioritizing customer acquisition and revenue growth.

Aspire's 2025 Commercial Cleaning Insights Report examines the industry's current dynamics and future direction. We provide detailed analysis of industry trends, challenges, and technological adoption to help commercial cleaners pursue sustainable growth. Our findings suggest that future market leaders will be those who successfully merge traditional service values with digital innovation – creating more efficient operations while delivering consistent, quality service that builds lasting client relationships.

This report offers industry leaders a strategic roadmap, highlighting immediate challenges and emerging opportunities. From workforce management solutions to customer retention strategies, we explore how innovative, industry-specific technologies are essential for success in this evolving landscape.



## Key Findings:

### Industry Outlook & Revenue Foundations

- Commercial cleaners demonstrate cautious optimism about industry growth, with **35%** of respondents expressing positive sentiment for the upcoming year, while **55%** maintain a neutral outlook and only **10%** show concern.
- Long-term customer relationships form the backbone of industry revenue, with ongoing contracts generating more than half (**53%**) of revenue and repeat customers contributing **40%** of sales.

### Strategic Growth Objectives

- New customer acquisition stands as a top priority, with **61%** of companies focusing on this goal for 2025.
- Companies are equally focused on revenue growth (**61%**) and improving cash flow (**55%**).
- Half of businesses (**50%**) plan to increase sales and marketing efforts to achieve these objectives.

### Critical Business Challenges

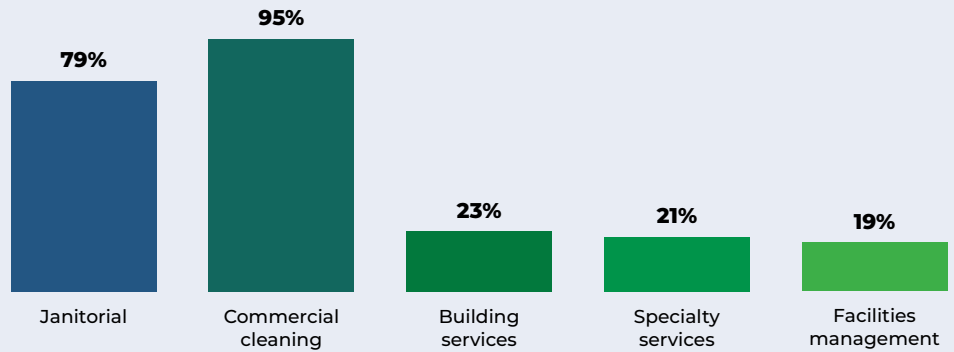
- Workforce management emerges as the primary challenge, with **63%** of contractors citing staffing issues as their biggest risk.
- Customer retention presents the second most significant challenge (**58%**)
- Companies are responding through multiple initiatives:
  - Recruitment efforts (**36%**)
  - Employee training programs (**35%**)
  - New software adoption (**32%**)

### Technology Landscape & Digital Transformation

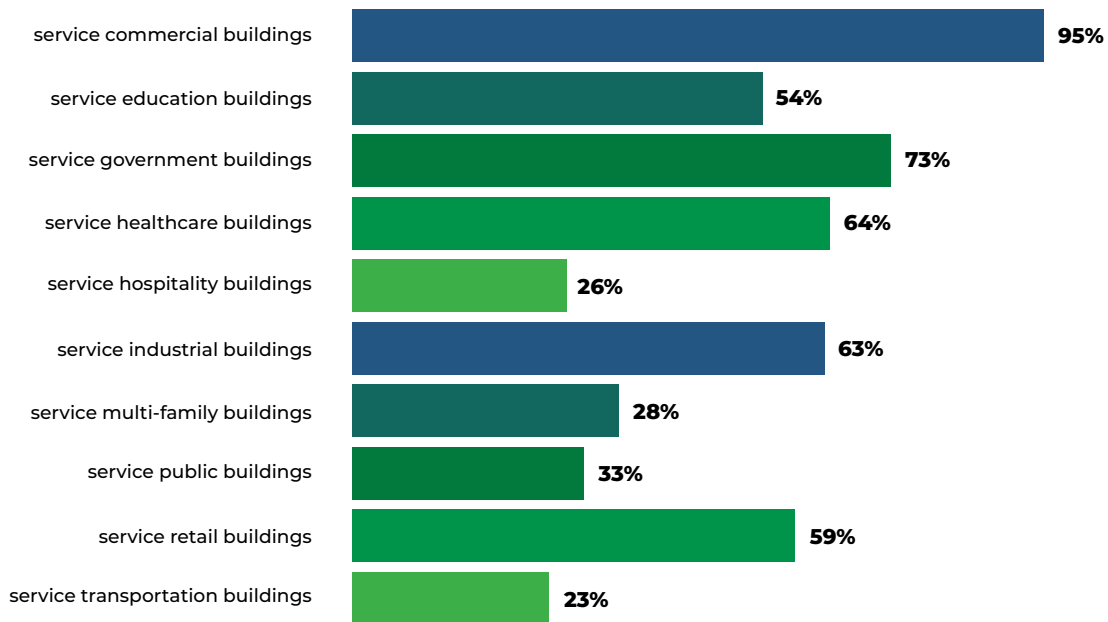
- While **43%** of commercial cleaners utilize end-to-end software solutions, operational fragmentation persists, with **45%** of businesses still managing 5-7 siloed applications.
- A significant satisfaction gap exists, with **25%** of contractors reporting that current software solutions fall short of industry needs.
- Looking ahead, **42%** of companies seeking new solutions prioritize operational efficiency improvements for 2025.

# Today's Commercial Cleaning Landscape

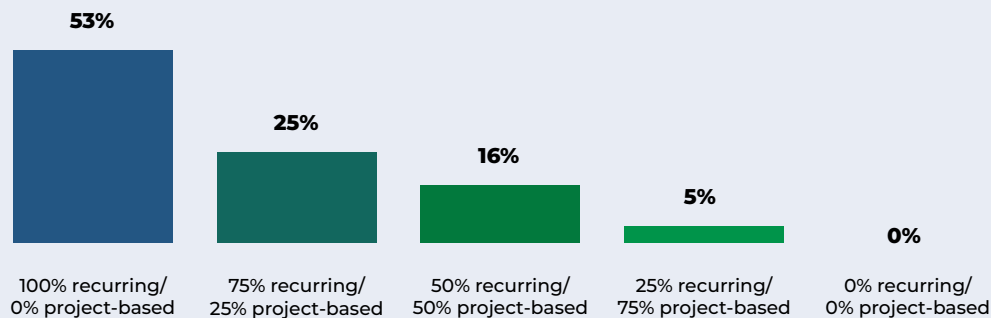
Commercial cleaning (95%) and routine janitorial work (79%) are the top services in the industry. This highlights the sector's focus on both high-volume contracts and ongoing maintenance.



Commercial cleaning companies primarily service office buildings (95%), government facilities (73%), and healthcare centers (64%). They also frequently clean industrial (63%) and retail buildings (59%). This reflects a broad focus on high-traffic, essential spaces.

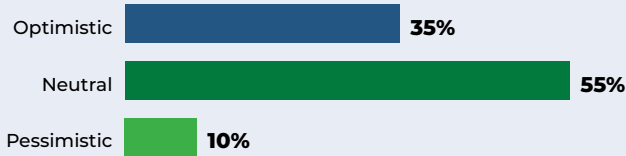


Over half (53%) of reported revenue comes from ongoing work, and repeat customers make up 40% of sales for commercial cleaners – proving that long-term relationships are the key to success in this industry.



# Economic Outlook for Commercial Cleaning

## Market Outlook



The industry's projections for 2025 suggest an encouraging year ahead:

- **35%** of survey respondents feel optimistic about the next 12 months.
- Over half (**57%**) expect revenue growth next year.
- **50%** anticipate an increase in profits for 2025.

## 2025 Expected Revenue & Profit



## Business Goals & Challenges:

With this favorable outlook, the top business goals for companies include:

- Acquiring new customers (**61%**)
- Driving revenue growth (**61%**)
- Improving cash flow (**55%**)

## Business Goals

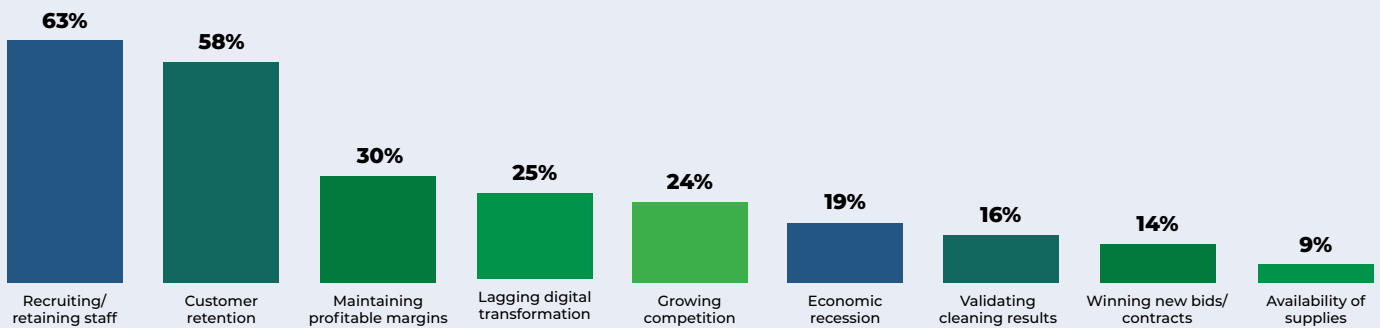


These objectives indicate a focus on expanding market share and optimizing financial performance. However, commercial cleaners also identified the following risks to achieving their goals:

- Recruiting and employee retention (63%)
- Customer retention (58%)
- Maintaining profitable margins (30%)
- Lagging digital transformation (25%)



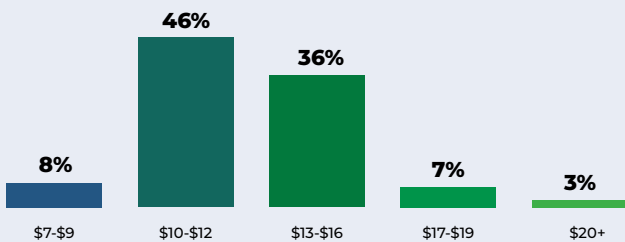
### Biggest Risks to Meeting Goals in 2025



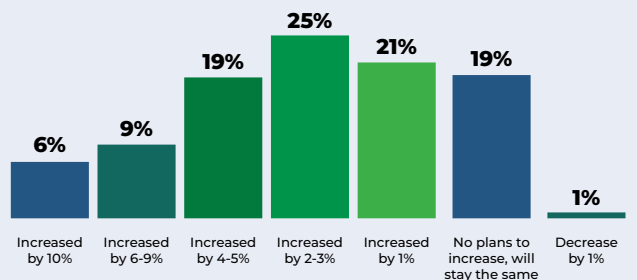
## Employee Pay

Staffing challenges continue to impact the commercial cleaning industry. To aid recruiting and retention, 46% of businesses offer competitive wages of \$10-12 per hour, and 25% plan to raise staff pay by 2-5% this year.

### Average Hourly Wage



### Pay Increases in 2024



# Embracing Technology in Commercial Cleaning

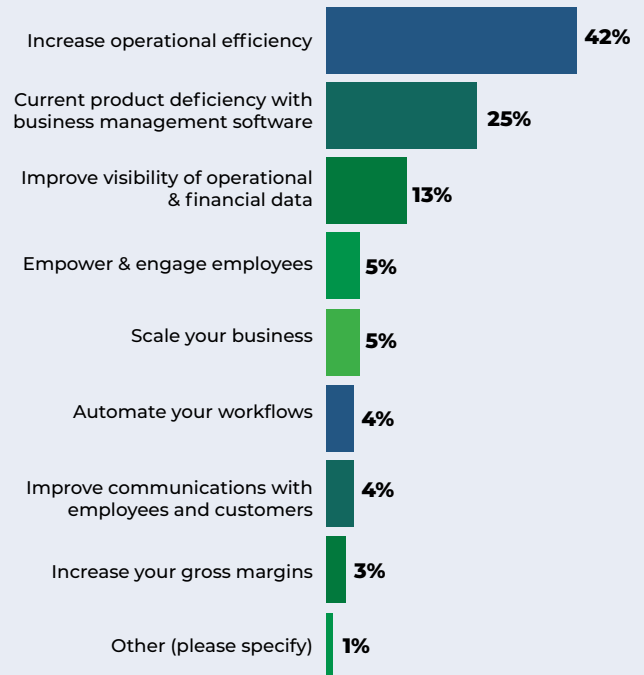
To overcome business challenges, **32%** of survey respondents plan to adopt new software and technology in 2025. This shift indicates a recognized need for modern solutions to streamline operations and enhance efficiency in today's competitive market.



Currently, **45%** of companies rely on five to seven software applications, with payroll processing (**56%**), accounting (**54%**), and invoicing (**50%**) being the most popular. However, 25% feel that existing software falls short of expectations and identify lagging digital transformation as a significant business risk – highlighting the need for industry-specific solutions.



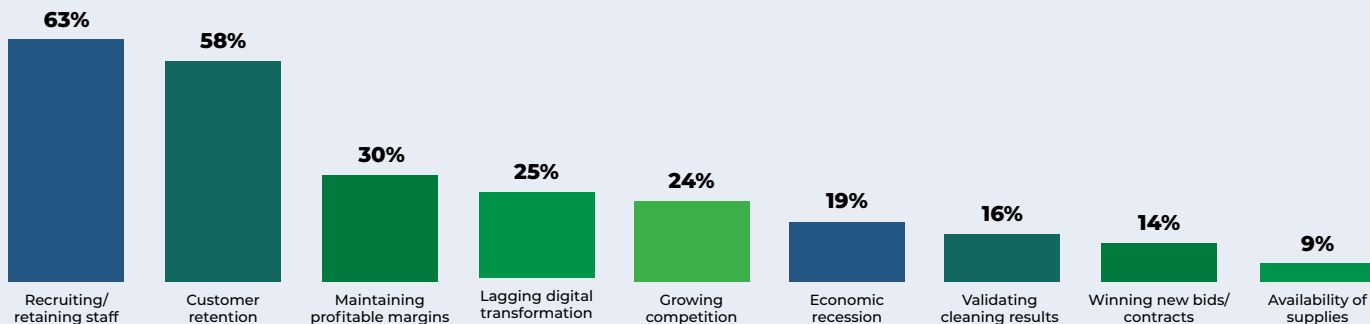
## Reasons Why They Are Switching



## Types of Software Used



## Biggest Risks to Meeting Goals in 2025



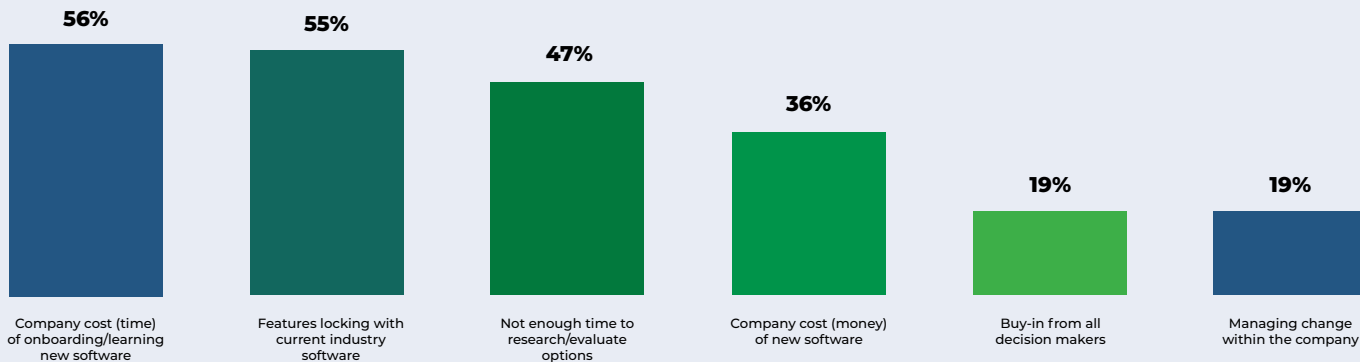
While **27%** aim to digitize the customer experience, **33%** hesitate due to high switching costs. Meanwhile, **40%** see end-to-end business management software as crucial, with AI and data analytics gaining traction.



## Business Goals



## Potential Barriers to Switching



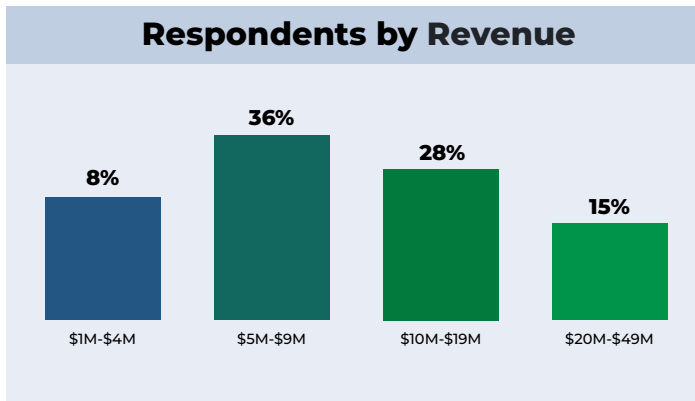
# About This Survey

Aspire partnered with Thrive Analytics to survey 1,022 commercial cleaning companies nationwide to understand the state of the industry, business perceptions, and technology usage. Data collection was conducted online among commercial businesses, and the survey was fielded from 09/19/2024 to 10/08/2024. **Forward-looking economic and industry outlooks represent the views of the survey respondents, and may not represent the view of Aspire or its affiliates.**

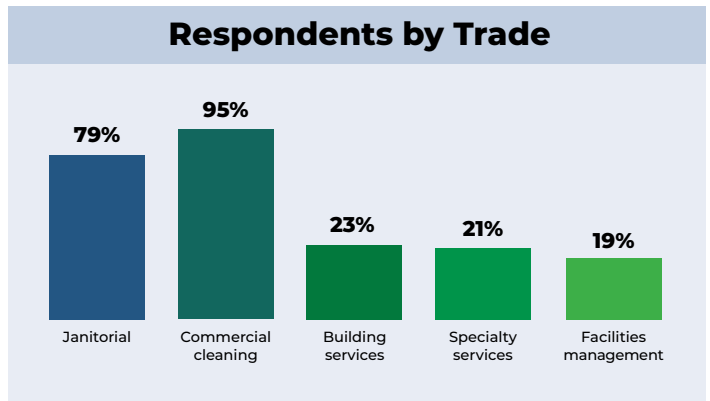
Companies interviewed varied in location and size – ranging from \$1M to \$49M in annual revenue and a mix of services. Respondents represent a variety of roles, with owners, directors, and managers making up the majority.

This survey aimed to better understand the challenges and opportunities facing commercial cleaning companies as they plan for the year ahead. By analyzing trends in revenue, technology adoption, and business goals, the insights gathered provide a roadmap for companies to refine their strategies, enhance operational efficiency, and make informed business decisions in 2025.

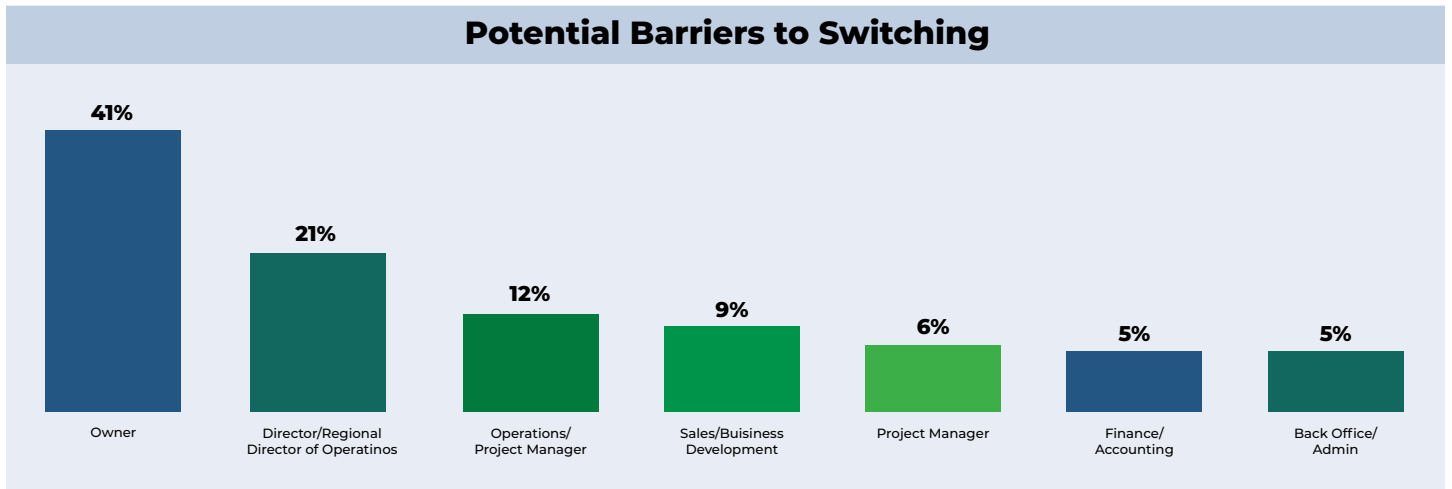
## Respondents by Revenue



## Respondents by Trade



## Potential Barriers to Switching





## About Aspire

Aspire is a cloud-based, mobile-ready SaaS provider of business management software for field service contractors. Designed to automate and streamline workflows for commercial and residential cleaning companies, Aspire supports growth at every business stage.

Aspire's robust features – from estimating to invoicing – improve communication and elevate services to help you build lasting relationships with your customers. We combine specialized functionality with intuitive design for a streamlined solution that maximizes your profitability while scaling with your organization.