ServiceMonster

2025 State of Professional Carpet Cleaning Survey Report

July 2025

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Introduction and Key Findings

Introduction & Methodology

Despite facing significant challenges in recent years, the US carpet cleaning industry has maintained a steady performance. With a market size of $6.9 billion in the United States in 2025, and revenues projected to grow at a 2.2% compound annual growth rate (CAGR) from $6.8 billion in 2024 to $7.6 billion in 2029,[1] the industry has established itself as an essential service for both households and businesses across the US.

Some of the challenges faced by the carpet cleaning industry stem from economic turbulence that has seen inflation, interest rates and cost of living rise. This has led to changes in disposable income and business profits, motivating both residential and commercial consumers to opt for DIY cleaning solutions or alternative flooring options—such as hardwood, laminate and vinyl flooring—which are eroding the market share for carpet cleaning.[2] Other notable market challenges include pressure to comply with environmental regulations and sustainability requirements,[3] and the rise of emerging technologies such as wireless vacuum solutions and consumer-grade carpet cleaners that some homeowners prefer in lieu of professional services.[4]

The low barrier to entry into the industry and a shift toward mobile operations have also led to a highly fragmented operator landscape that's fiercely competitive. As a result, both small, local operators and larger carpet cleaning chains that service both residential and commercial clients, have come to rely on a stellar reputation, word-of-mouth recommendations and glowing customer testimonials to differentiate themselves from competitors, and grow more successful.

With consumer expectations shifting—it's becoming increasingly apparent to carpet cleaning businesses that subscription-based and loyalty-driven models are key to securing predictable revenue and reducing customer churn. Sustainability is also a growing priority—with eco-conscious services considered to be a major differentiator in both premium and mid-tier markets. Also, tech-enabled convenience—such as AI scheduling, automated follow-ups and digital payments—is no longer optional but essential to compete.

Given that there is currently very little industry data available on consumer attitudes to professional carpet cleaning services—our aim with this survey was to provide a current snapshot of the industry, along with benchmarks and insights on consumer mindsets that may be useful to professional carpet cleaning CEOs in helping them optimize their offering to maximize revenue.

Methodology

To get more insight into the current state of professional carpet cleaning, we commissioned a survey of 1,000 people who either rent or own their current home, to shed light on their attitudes and preferences towards carpet cleaning services.

This report was administered online by Global Surveyz Research, an independent global research firm. The survey is based on responses from people across a range of age groups and household income tiers in the US, to obtain a better understanding of the market as a whole. In terms of home ownership – 70% of the respondents own their own homes while 30% are renting.

The respondents were recruited through a global B2B research panel and invited via email to complete the survey, with all responses collected during June 2025. The average amount of time spent on the survey was 7 minutes. The answers to most of the non-numerical questions were randomized to prevent order bias in the answers.

Sources: [1] IBISWorld, Carpet Cleaning in the US Industry Report, March 2024, p. 4, [2] IBISWorld, p. 9, [3] IBISWorld, p. 24, [4] IBISWorld, p. 9

Key Findings

01 | Most people would prefer to have their carpets professionally cleaned far more often than they currently do. Carpet cleaning businesses could acquire more customers by bridging this gap.

The survey reveals that two-thirds of respondents (64%) currently have their carpets professionally or deep cleaned only when needed (32%), every 2-3 years (15%), or not at all (17%). Only 9% currently get professional carpet cleaning every 3-6 months, and 27% get it once a year (Figure 1). This differs significantly from their preferred frequency, with most respondents (70%) aspiring to have their carpets professionally cleaned every 3-6 months (31%) or at least once a year (39%). In other words, while there is a clear demand from consumers to have their carpets professionally cleaned more frequently, they are not acting on this demand. This finding represents an opportunity for carpet cleaning businesses, because if they can identify the reasons for this gap and address them effectively, they could potentially reach more customers and increase revenue.

02 | The average reported budget for a one-time full-home carpet cleaning service is $215.90, suggesting moderate price sensitivity across the market.

Most people spend an average of $215.90 on a full-home carpet cleaning service (Figure 4). The survey shows there is a wide range of budget tiers – ranging from those who are not willing to pay much, to those who are willing to pay a premium for certain services. The most common budget ranges, however, are $101-$200 (35%), followed by $201-$300 (24%) and $301-$400 (12%). So, while it's important for carpet cleaning businesses to offer a range of services to cater to all budget tiers, it may be prudent for them to focus particularly on a range of services priced between $100 and $400, as this is likely to boost their ability to attract customers within the most common budget range.

03 | Although 68% of respondents say price is the top factor when choosing a carpet cleaning company, 80% are either open to, or explicitly prefer companies that offer additional services.

The most important factor when choosing a carpet cleaning company, cited by 68% of respondents – is price (Figure 7), but many also cited a wide range of other factors, including professional-grade results vs. DIY (35%), online reviews and reputation (30%) and scheduling convenience (29%). The survey also revealed that the majority of respondents (80%) are either open to or explicitly prefer using a carpet cleaning service that offers additional options such as upholstery or rug cleaning (Figure 10). This suggests that carpet cleaning businesses could differentiate themselves from competitors more effectively by offering a wider range of services rather than focusing entirely on price points. It also indicates that bundling additional cleaning options within service packages tailored for different budget tiers would be highly effective in attracting new customers.

04 | Digital discovery is relied on more heavily by younger demographics when hiring carpet cleaning services, with Google Search being one of the top methods used overall.

The top methods used by respondents to find and hire carpet cleaning companies are referrals from people they know (30%), Google search (20%), and returning to a company they had previously used (20%), as seen in Figure 8. This reinforces the importance of offering a great service to establish a stellar reputation both for new and repeat customers. The data also shows that younger adults (aged 18–43) are more inclined to rely on search engines (30%) compared to older adults aged 44-59 (22%) and over 60 (12%), as seen in Figure 9. This trend suggests that digital discovery plays a larger role for younger demographics when hiring carpet cleaning services. It is therefore important for professional carpet cleaning businesses to optimize their website and online presence for maximum discoverability and tailor

online marketing initiatives to increase their appeal to Gen Z, Millennials, and Gen X.

05 | Most people prefer to receive reminders and promotional offers from carpet cleaning companies via email and SMS than any other channel.

When asked about their preferred methods for receiving reminders and promotional offers from carpet cleaning companies, most respondents indicated a preference for email (57%) and text messages (46%) over other channels (Figure 15). The preference for SMS is strongest among respondents aged 18–43 (62%), gradually declining with age—49% among those aged 44–59, and only 32% among those 60 and above (Figure 16). This highlights the growing importance of mobile communication, especially among younger audiences. Although there is some interest in other communication methods as well, carpet cleaning businesses should therefore prioritize email and text messages for maximum reach and optimal results.

Survey Report Findings

Frequency of Professional or Deep Carpet Cleaning: Current vs. Ideal Preferences

When it comes to the actual frequency of professional carpet cleaning versus the ideal preferred frequency, it's clear that most people would prefer to have their carpets professionally or deep cleaned far more often than they currently do.

Currently, two-thirds of respondents (64%) rarely have their carpets professionally cleaned, with the majority only having them professionally cleaned when needed (32%), or every 2–3 years (15%), or not at all (17%). Only 9% of respondents currently get professional carpet cleaning every 3–6 months and 27% get it once a year.

This differs significantly from their ideal preferred frequency, with most respondents (70%) aspiring to have their carpets professionally cleaned every 3–6 months (31%) or at least once a year (39%). Notably, the share of people who never clean their carpets professionally drops from 17% 'currently' to just 4% 'ideally', highlighting a gap between habits and aspirations.

TAKEAWAY: **While there is a clear demand from consumers to have their carpets professionally cleaned more frequently, they are not acting on this demand.** This represents an opportunity for carpet cleaning businesses: By identifying the reasons for this gap – such as inadequate marketing that impedes the likelihood of being found more easily, or promotional offers that don't incentivize customers to book multiple cleaning appointments at once – and optimizing these initiatives for better performance, they could potentially reach more customers and increase their revenue.
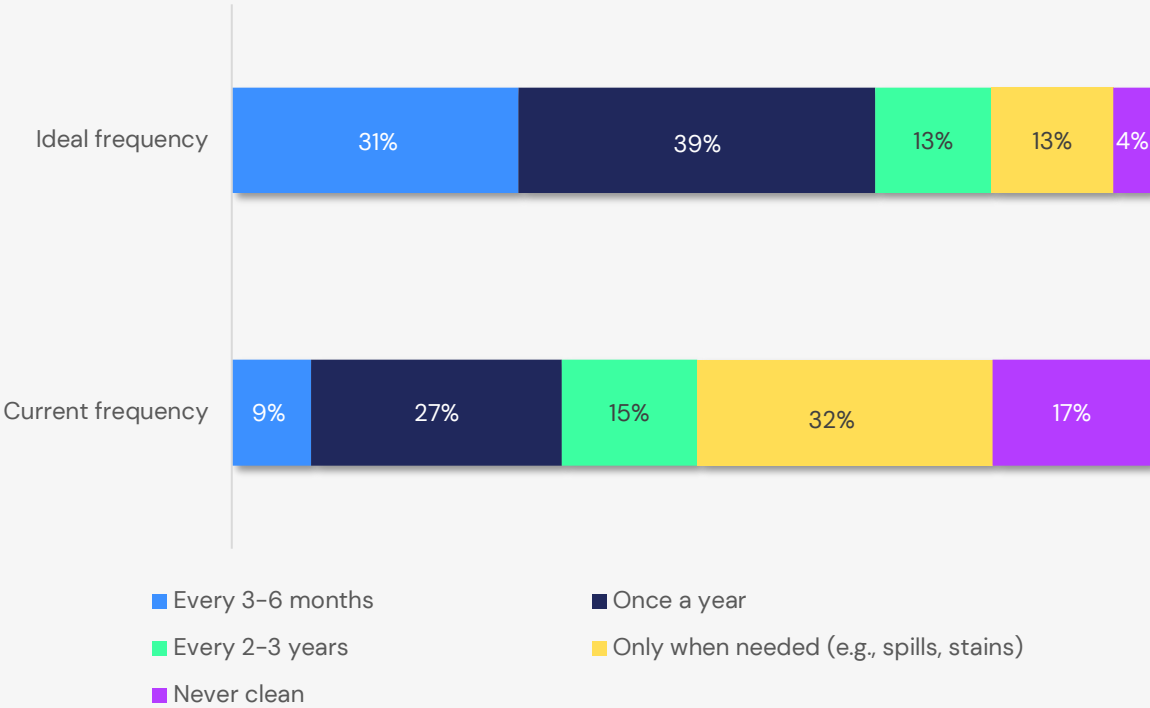

Figure 1: Frequency of Professional or Deep Carpet Cleaning: Current vs. Ideal Preferences

Factors Influencing the Decision to Hire a Professional Carpet Cleaning Service

According to the survey's respondents, the top factor that influences their decision to hire a professional carpet cleaning service is visible stains and odor removal (56%), as seen in Figure 2. They also cited pet-related cleaning and health concerns such as dust and mold (both at 36%), indicating that when it comes to particularly sightly or smelly problems, or problems that could seriously affect their health – respondents are more inclined to hire professional carpet cleaners who are likely to do a far superior job.

Other notable factors include routine or seasonal deep cleaning (48%), logistical life events such as moving in/out of a home (27%) and preparing for a special event or gathering (24%). A deeper look at these motivations—highlighted in blue in Figure 2—reveals differences by housing situation (Figure 3). Routine or seasonal deep cleaning was more commonly cited among renters (53% vs 46%). Moving in/out of a home is also a bigger factor for renters than home owners (39% vs. 23%), while preparing for a special event was cited slightly more by homeowners (26% vs. 19%).

TAKEAWAY: Home ownership status plays a role in determining practical motivations for seeking professional carpet cleaning. This presents an opportunity for carpet cleaning businesses to maximize revenue by tailoring their marketing campaigns based on housing status. For home owners, for example, they could promote their services more heavily around holidays in anticipation of more events being hosted; and for the rental market, they could partner with rental companies to offer "moving in/out specials", or advertise themselves directly to renters who simply care about regular carpet maintenance. Creating marketing campaigns around the top factors that motivate people to hire professional cleaners would likely boost service bookings as well.
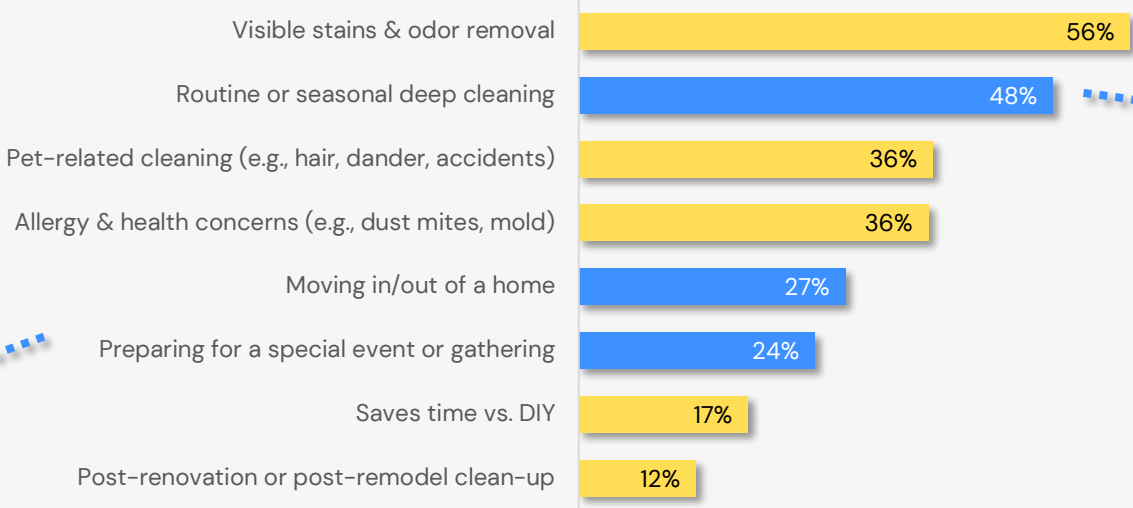

Factor		
Visible stains & odor removal		56%
Routine or seasonal deep cleaning		48%
Pet-related cleaning (e.g., hair, dander, accidents)		36%
Allergy & health concerns (e.g., dust mites, mold)		36%
Moving in/out of a home		27%
Preparing for a special event or gathering		24%
Saves time vs. DIY		17%
Post-renovation or post-remodel clean-up		12%

Figure 2: Factors Influencing the Decision to Hire a Professional Carpet Cleaning Service

	All respondents	Housing situation	
		Owning	Renting
Routine or seasonal deep cleaning	48%	46%	53%
Moving in/out of a home	27%	23%	39%
Preparing for a special event or gathering	24%	26%	19%

Figure 3: Breakdown by housing situation for the factors "routine or seasonal deep cleaning", "moving in/out of a home", and "preparing for a special event or gathering"

*Question allowed more than one answer and as a result, percentages may add up to more than 100%

Typical Budget for a Full-Home Carpet Cleaning Service

The most common budget range for a full-home carpet cleaning service is $101–$200, selected by 35% of respondents, followed by $201–$300 (24%) and $301–$400 (12%).

A smaller share of respondents is willing to spend over $400 (7%) or over $500 (5%), while 8% are not willing to pay at all and 9% would only pay under $100.

The average reported budget is $215.90, suggesting moderate price sensitivity across the market.

TAKEAWAY: The survey confirms that there is a wide range of budget tiers – ranging from those who are not willing (or able) to pay much for professional carpet cleaning services, to those who are willing to pay a premium for certain services. **It's therefore important for carpet cleaning businesses to offer a range of services that cater to all budget tiers, but as this finding reveals, it may be prudent for them to focus particularly on a range of services priced between $100 and $400, as this is likely to boost their ability to attract customers within the most common budget range.**
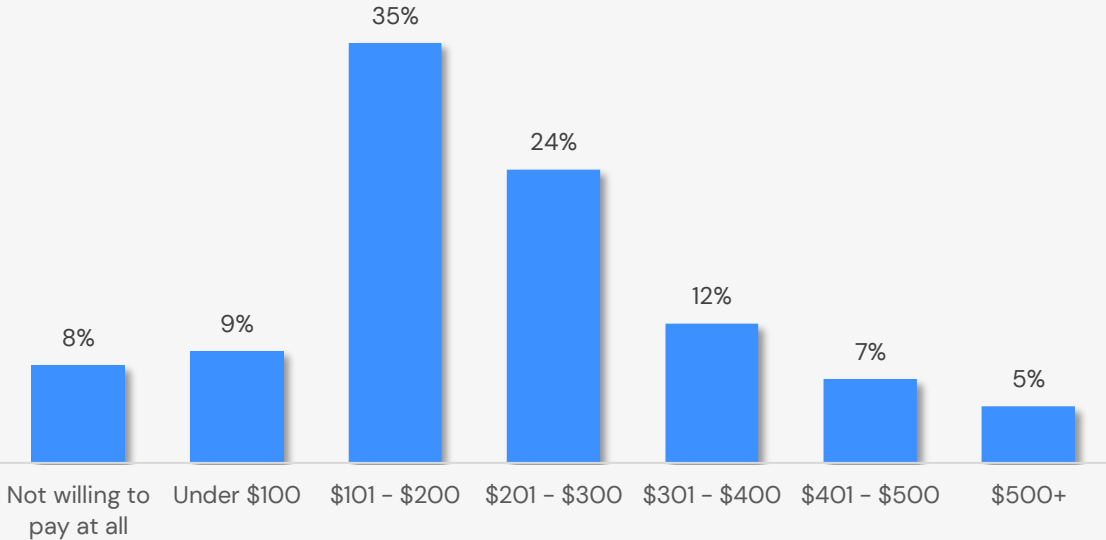
Average Budget: $215.9

Figure 4: Typical Budget for a Full-Home Carpet Cleaning Service

Preference for a One-Time Deep Cleaning vs. Recurring Cleaning Plans for Year-Round Maintenance

When asked whether they prefer a one-time deep cleaning for future scheduling flexibility, or a recurring cleaning plan for regular year-round maintenance, **most respondents indicated they prefer a one-time deep cleaning over recurring cleaning plans**, with 45% strongly preferring one-time cleanings and 24% somewhat preferring them.

In contrast, only one out of every five respondents prefer recurring plans, with 15% somewhat preferring them and 5% strongly preferring them. Some respondents (11%) indicated no strong preference either way.

TAKEAWAY: This finding suggests that flexibility and simplicity are currently more appealing than ongoing commitments for many customers. However, it may still be **beneficial for professional carpet cleaners to offer more attractive recurring plans to guarantee consistent revenue.**
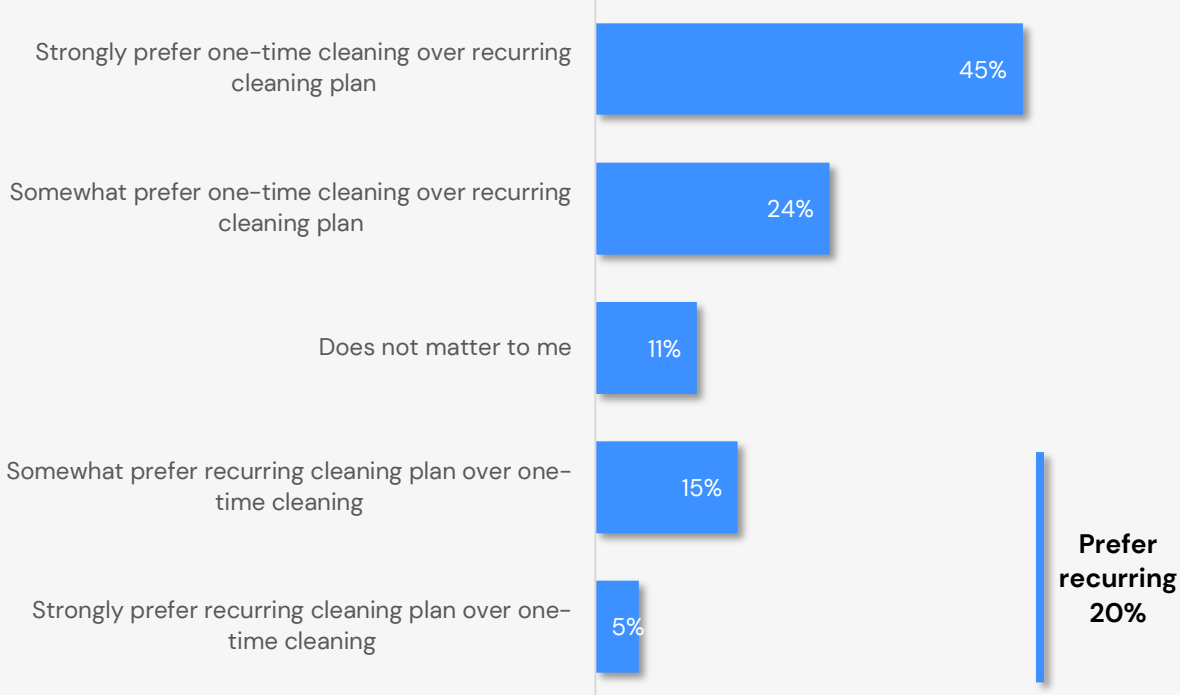

Strongly prefer one-time cleaning over recurring cleaning plan	45%
Somewhat prefer one-time cleaning over recurring cleaning plan	24%
Does not matter to me	11%
Somewhat prefer recurring cleaning plan over one-time cleaning	15%
Strongly prefer recurring cleaning plan over one-time cleaning	5%

Prefer recurring 20%

Figure 5: Preference for One-Time Deep Cleaning vs. Recurring Cleaning Plans for Year-Round Maintenance

Consideration of Carpet Cleaning Subscription or Membership Plan for Regular Discounted Cleaning

Interest in a carpet cleaning subscription or membership plan is mixed. While 33% of respondents express some level of interest (10% very interested, 23% somewhat interested), a similar portion (40%) are not interested (17% not very, 23% not at all) and 27% remain neutral or unsure.

TAKEAWAY: This finding suggests that a clearer value proposition may influence consideration of subscriptions or membership plans for discounted cleaning services. In other words, **if professional carpet cleaning companies educate potential and existing customers about the added-value they could benefit from by choosing recurring cleaning plans – namely, discounts – they may be more inclined to book these plans over sporadic, one-time carpet cleaning services.**
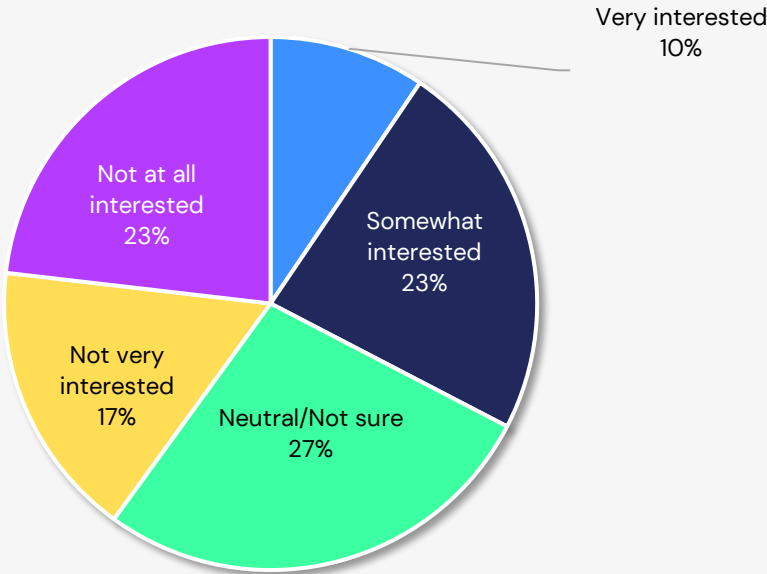

Figure 6: Consideration of Carpet Cleaning Subscription or Membership Plan for Regular Discounted Cleaning

Key Factors Considered When Choosing a Carpet Cleaning Company

Price is the most important factor when choosing a carpet cleaning company, cited by 68% of respondents. Many respondents also cited professional-grade results vs. DIY (35%), scheduling convenience (29%) and quick drying options (22%) as key considerations, while 7% indicated they do not hire cleaning companies at all.

Although brand familiarity is a less influential factor (15%) – online reviews and reputation (30%) and recommendations from friends or family (25%) are both considered among the top five factors, reinforcing the importance of marketing to establish differentiation and memorability.

TAKEAWAY: Given that there is clearly a wide range of factors influencing peoples' decisions when choosing a carpet cleaning company, this finding suggests that **carpet cleaning business owners could differentiate themselves from competitors more effectively by offering a wider range of services rather than focusing entirely on price points.** Perhaps one way to do this would be to offer some of the less influential factors – such as eco-friendliness (19%) and prolonging carpet lifespan (16%) – as add-on services.
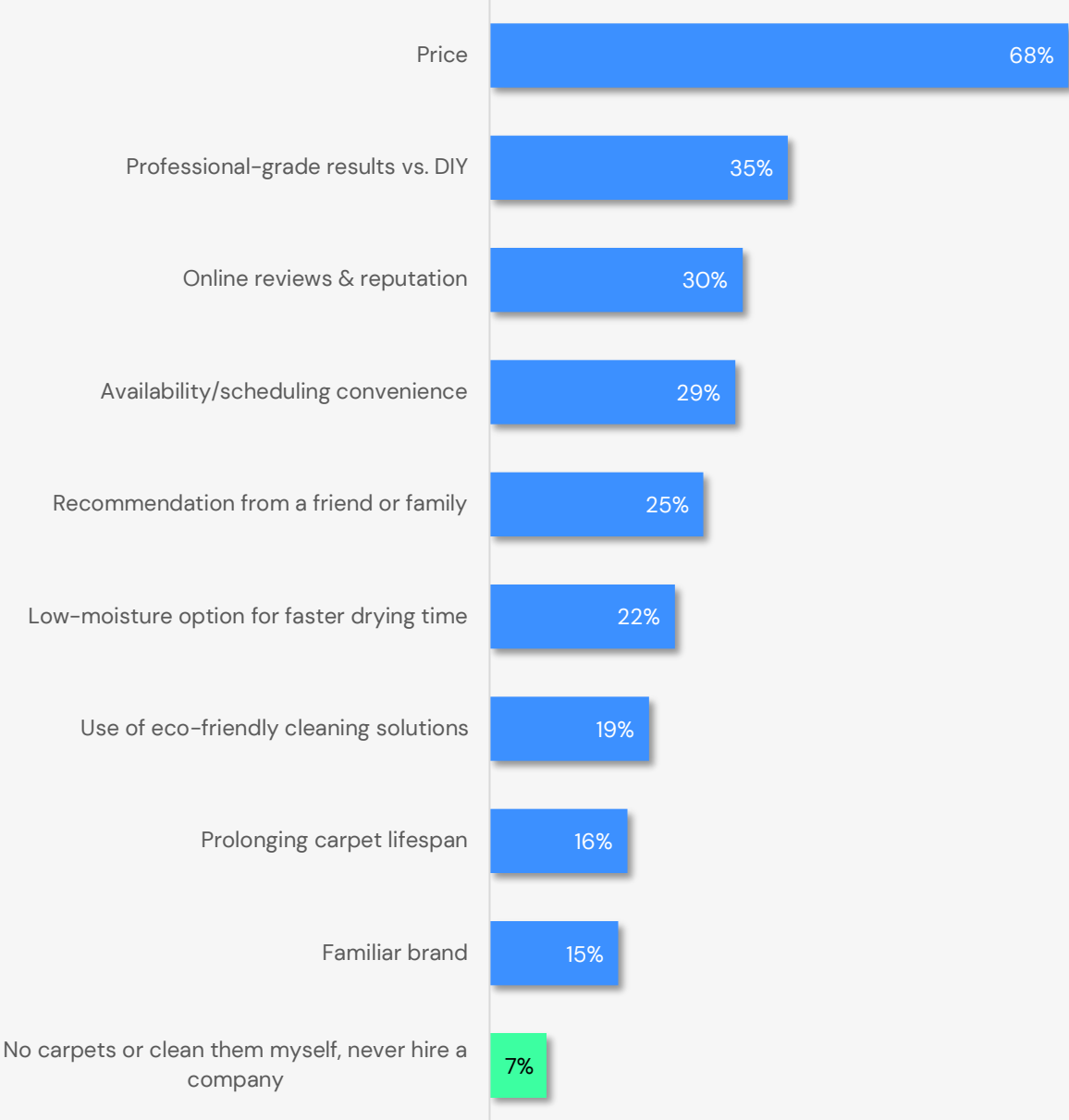

Price	68%
Professional-grade results vs. DIY	35%
Online reviews & reputation	30%
Availability/scheduling convenience	29%
Recommendation from a friend or family	25%
Low-moisture option for faster drying time	22%
Use of eco-friendly cleaning solutions	19%
Prolonging carpet lifespan	16%
Familiar brand	15%
No carpets or clean them myself, never hire a company	7%

Figure 7: Key Factors Considered When Choosing a Carpet Cleaning Company

How Customers Found the Most Recent Carpet Cleaning Company They Hired

When asked how they found the last carpet cleaning company they hired, respondents cited referrals from someone they know (30%) and returning to a company they had previously used (20%) as the most and third-most used methods respectively (Figure 8) – reinforcing the importance of offering a great service to establish a stellar reputation both for new and repeat customers.

A smaller portion of respondents relied on online reviews (15%), while fewer mentioned channels like social media, local ads, or direct mail.

The second-highest source – mentioned by 20% of respondents – was Google search. When looking at the age breakdown of those respondents (Figure 9), the data shows that younger adults (aged 18–43) are significantly more likely to rely on search engines (30%) compared to older adults aged 44–59 (22%) and over 60 (12**%).**

TAKEAWAY: **This trend suggests that digital discovery plays a larger role for younger demographics when hiring carpet cleaning services.** It is therefore important for professional carpet cleaning business owners to optimize their website and online presence for maximum discoverability and tailor marketing initiatives to increase their company's appeal to Gen Z, Millennials, and Gen X. This includes highlighting their great reputation through customer testimonials and content that showcases their carpet-cleaning expertise.
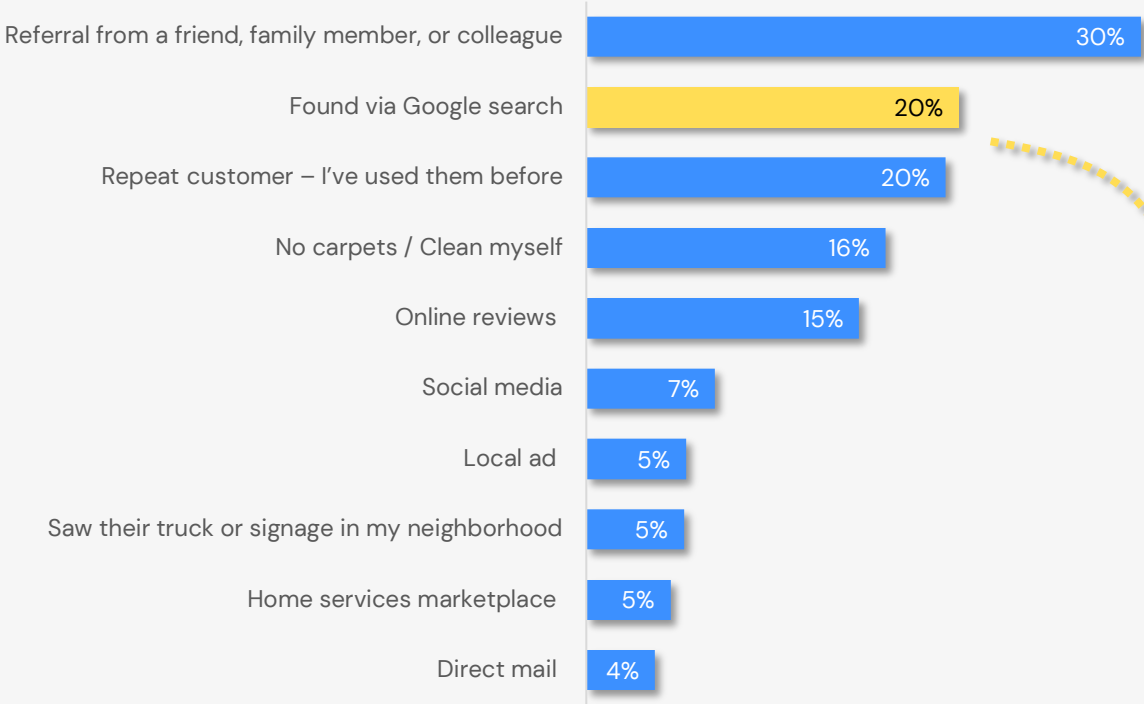

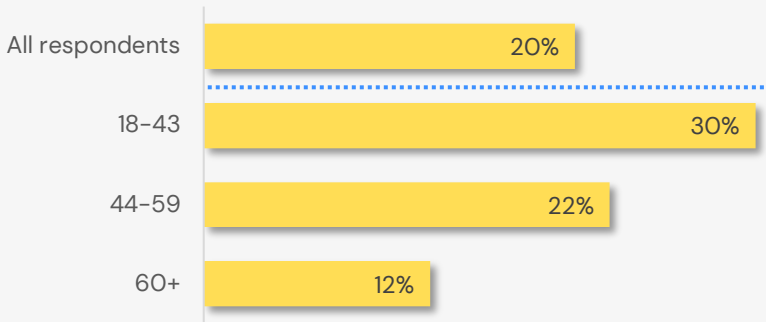**Figure 8:** How Customers Found the Most Recent Carpet Cleaning Company They Hired

Source	%
Referral from a friend, family member, or colleague	30%
Found via Google search	20%
Repeat customer – I've used them before	20%
No carpets / Clean myself	16%
Online reviews	15%
Social media	7%
Local ad	5%
Saw their truck or signage in my neighborhood	5%
Home services marketplace	5%
Direct mail	4%

Figure 9: "Found via Google search" by Age

Age	%
All respondents	20%
18–43	30%
44–59	22%
60+	12%

*Question allowed more than one answer and as a result, percentages will add up to more than 100%

Likelihood of Using a Carpet Cleaning Service That Offers Additional Cleaning Options (e.g., Upholstery, Rug Cleaning, etc.)

Most respondents (80%) are open to using a carpet cleaning service that also offers additional options such as upholstery or rug cleaning. Of those, 38% explicitly prefer a one-stop-shop for all cleaning needs – presumably because they enjoy the convenience of a reliable provider who can take care of multiple cleaning needs – while 42% say it depends on price and service quality. Only 20% are interested purely in carpet cleaning services, with no need for add-ons.

TAKEAWAY: Given that price is the top factor when choosing a carpet cleaning company (68%), as seen in Figure 7, this finding (Figure 10) indicates that **bundling additional cleaning options within service packages tailored for different budget tiers would be highly effective in attracting new customers.**
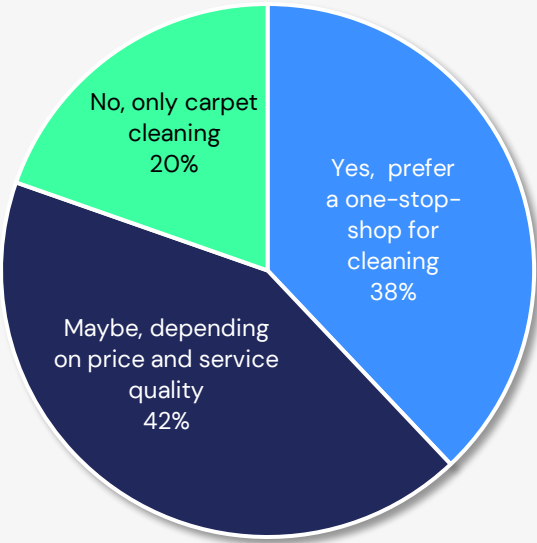

Figure 10: Likelihood of Using a Carpet Cleaning Service That Offers Additional Cleaning Options (e.g., Upholstery, Rug Cleaning, etc.)

Preferred Payment Experience for Home Services (e.g. Carpet Cleaning, Repairs)

Respondents indicate a variety of preferences for paying home service providers (e.g., carpet cleaning, repairs), with traditional methods still leading. Cash or check is the most preferred option (35%), followed closely by tap-to-pay with a card or phone (34%) and mobile device/card readers (POS) such as swipe, chip or tap-on-site (31%).

Other popular choices include receiving an invoice to pay later (27%) and paying ahead online (17%). Peer-to-peer apps (14%) and buy-now-pay-later options (5%) are less commonly preferred, indicating slower adoption of newer payment methods in this context.

TAKEAWAY: This finding reinforces how crucial it is for professional carpet cleaners to offer the level of convenience that customers have come to expect with their preferred payment experiences. **At the very least, it would be prudent for them to offer the most highly preferred payment options, including cash or check, tap-to-pay, and mobile POS systems.**
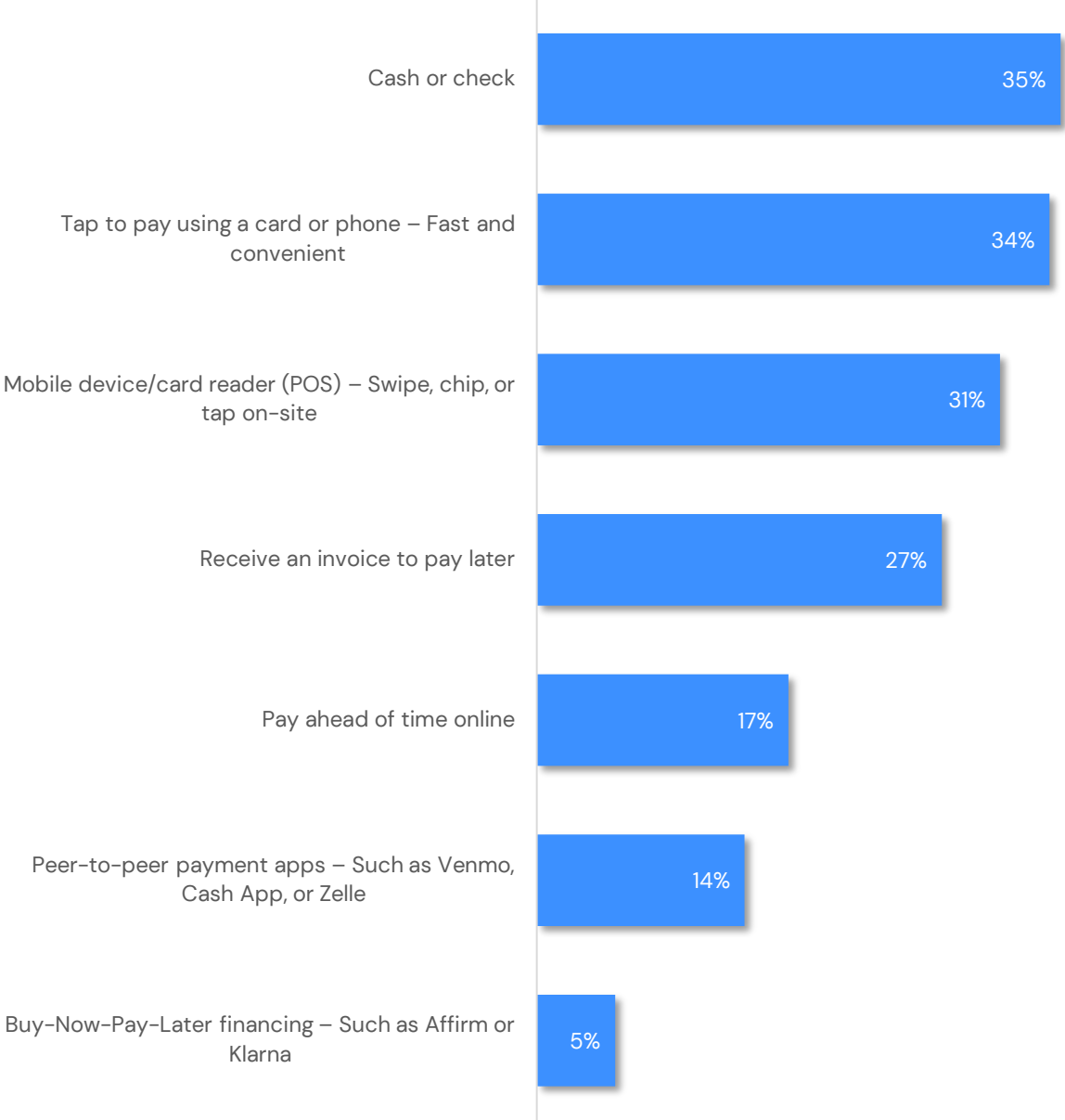

Category	Percentage
Cash or check	35%
Tap to pay using a card or phone – Fast and convenient	34%
Mobile device/card reader (POS) – Swipe, chip, or tap on-site	31%
Receive an invoice to pay later	27%
Pay ahead of time online	17%
Peer-to-peer payment apps – Such as Venmo, Cash App, or Zelle	14%
Buy-Now-Pay-Later financing – Such as Affirm or Klarna	5%

Figure 11: Preferred Payment Experience for Home Services (e.g. Carpet Cleaning, Repairs)

*Question allowed more than one answer and as a result, percentages will add up to more than 100%

Preferred Methods for Scheduling Carpet Cleaning Appointments

Most respondents prefer more personal involvement when scheduling carpet cleaning appointments, with 44% favoring manual or personal booking methods. More than a third of respondents (36%) are flexible and comfortable with either manual or automated scheduling.

TAKEAWAY: Although more than half of respondents (56%) are open to fully automated scheduling – with 20% explicitly preferring it – this finding highlights a continued demand for human interaction and control in the booking process. **It is therefore advisable for carpet cleaning businesses to offer both automated and manual scheduling options.**
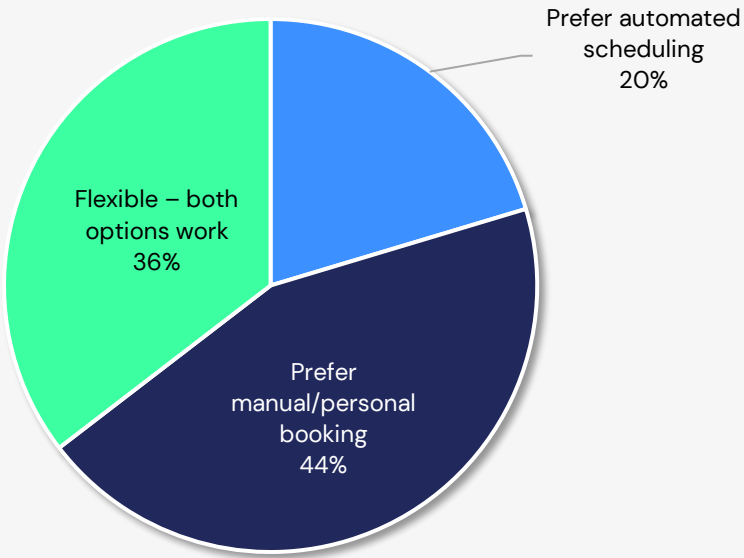

Prefer automated scheduling
20%

Flexible – both options work
36%

Prefer manual/personal booking
44%

Figure 13: Preferred Methods for Scheduling Carpet Cleaning Appointments

Likelihood of Choosing a Carpet Cleaning Service with Cutting-Edge Technology (e.g., Robotic Cleaners, Advanced Extraction Systems)

Respondents were asked to indicate their level of interest in choosing a carpet cleaning service based on its use of cutting-edge technology for a deeper, more efficient clean. The response options included:

- Very likely (actively seeking companies that use advanced cleaning technology)
- Somewhat likely (high-tech equipment is appealing but it's not a crucial deciding factor)
- Neutral (no strong preference for advanced technology over traditional methods)
- Somewhat unlikely (prefer traditional cleaning techniques but might consider advanced technology)
- Very unlikely (trust traditional cleaning methods and would not be influenced by high-tech claims)

Based on their responses – the level of interest in cutting-edge technology appears to be mixed, although there is a notable skew towards companies that do use these technologies – with 53% of respondents either very likely (15%) or somewhat likely (38%) to choose them. Only 12% are not interested (8% somewhat unlikely, 4% very unlikely), and 35% of respondents are neutral and have no strong preference either way.

TAKEAWAY: While many customers are open to innovation, some still prioritize familiarity or are undecided. Therefore, **professional carpet cleaning businesses would likely increase their appeal to a wider range of customers if they offered both cutting-edge technology and traditional cleaning services.**
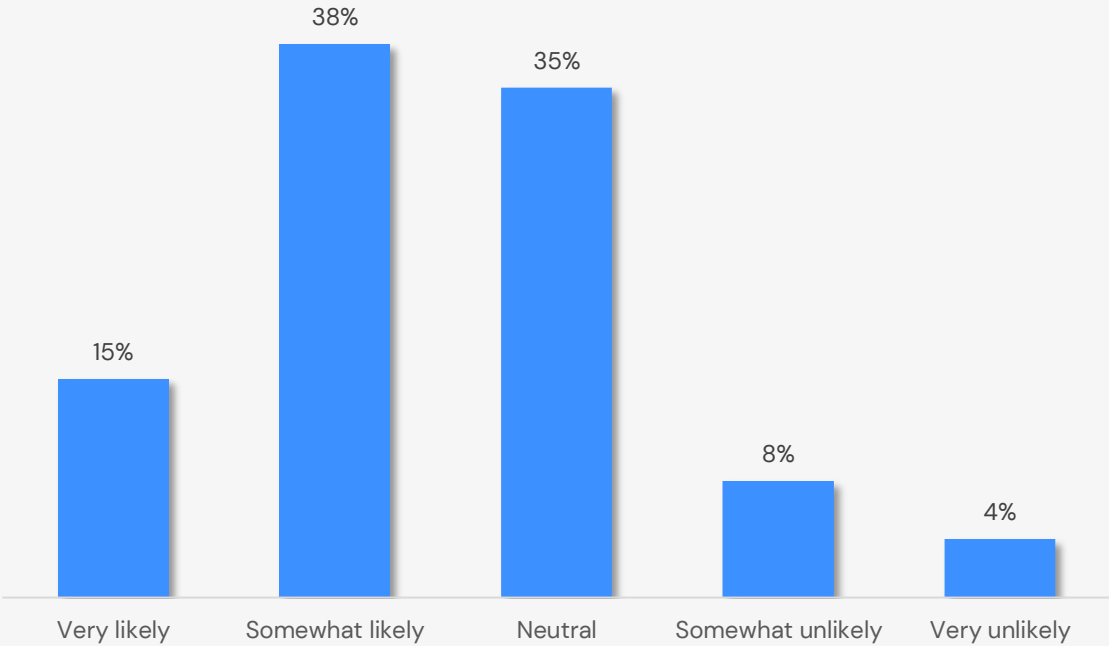

Figure 14: Likelihood of Choosing a Carpet Cleaning Service with Cutting-Edge Technology (e.g., Robotic Cleaners, Advanced Extraction Systems)

Preferred Methods for Receiving Reminders and Special Offers from Carpet Cleaning Companies

When asked about their preferred methods for receiving reminders and promotional offers from carpet cleaning companies, most respondents indicated a preference for email and text messages over other channels (Figure 15).

The most preferred channel is email (57%) due to the ease of tracking and referencing, followed by text messages (46%), personalized postcards (17%) and phone calls (13%). A smaller portion of respondents expressed a preference not to receive promotional messages at all (12%).

A breakdown of those who prefer text messages by age group (Figure 16) reveals that the preference for SMS is strongest among respondents aged 18–43 (62%), gradually declining with age—49% among those aged 44–59, and only 32% among those 60 and above.

TAKEAWAY: This finding demonstrates the overwhelming preference for receiving reminders and promotional offers from carpet cleaning companies via email. It also highlights the growing importance of mobile communication, especially among younger audiences. Although there is some interest in other communication methods, **carpet cleaning businesses should prioritize email and text messages for maximum reach and optimal results.**
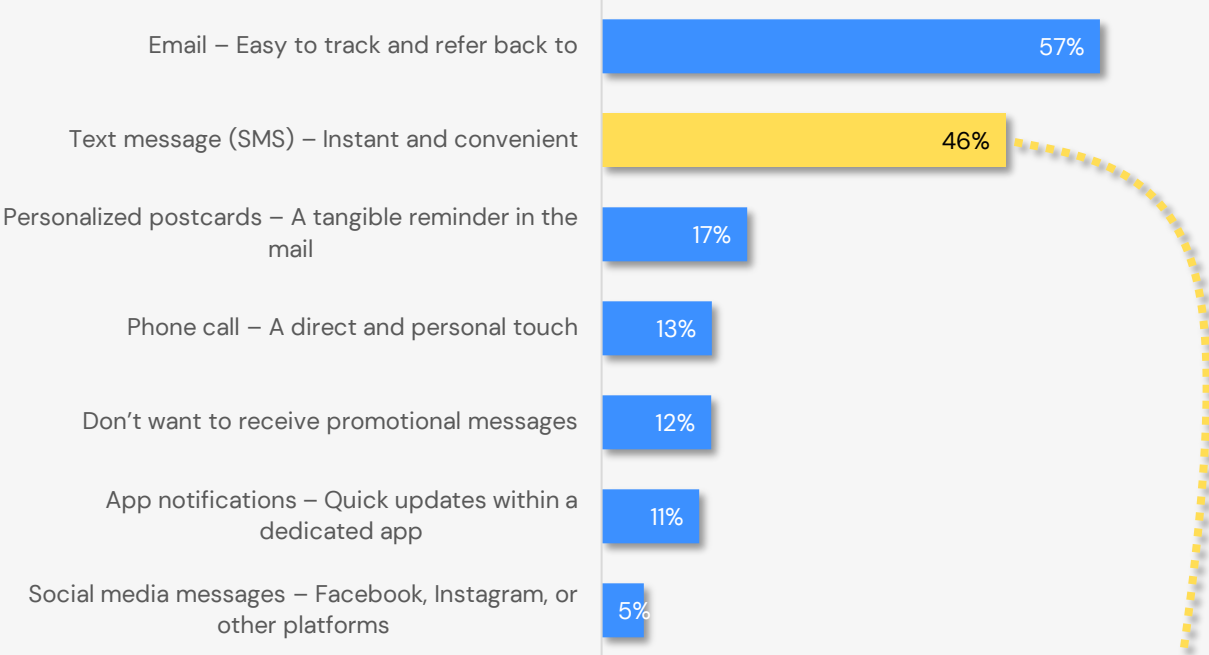

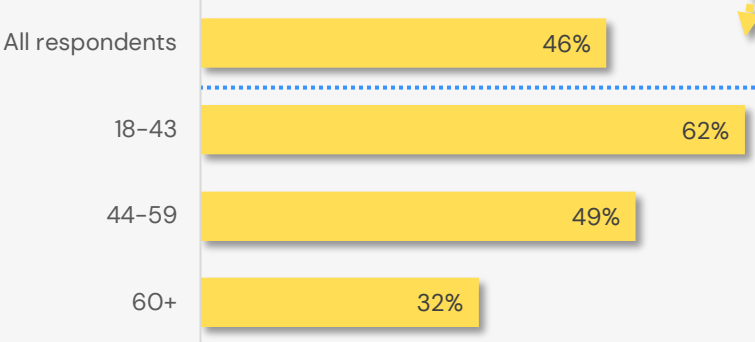**Figure 15:** Preferred Methods for Receiving Reminders and Special Offers from Carpet Cleaning Companies

Figure 16: "Text message" by Age

*Question allowed more than one answer and as a result, percentages will add up to more than 100%

Demographics
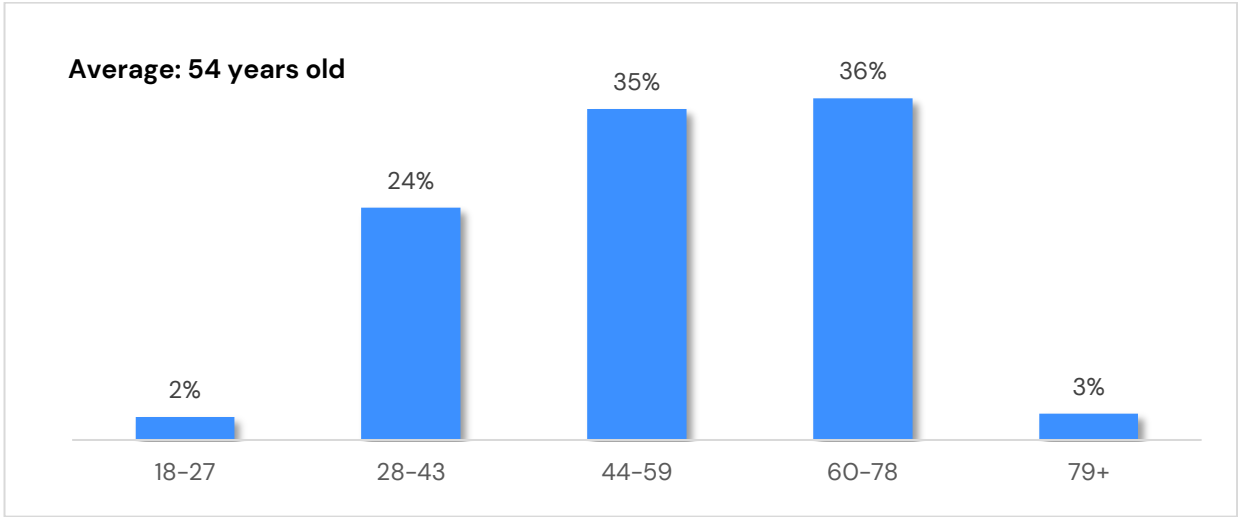
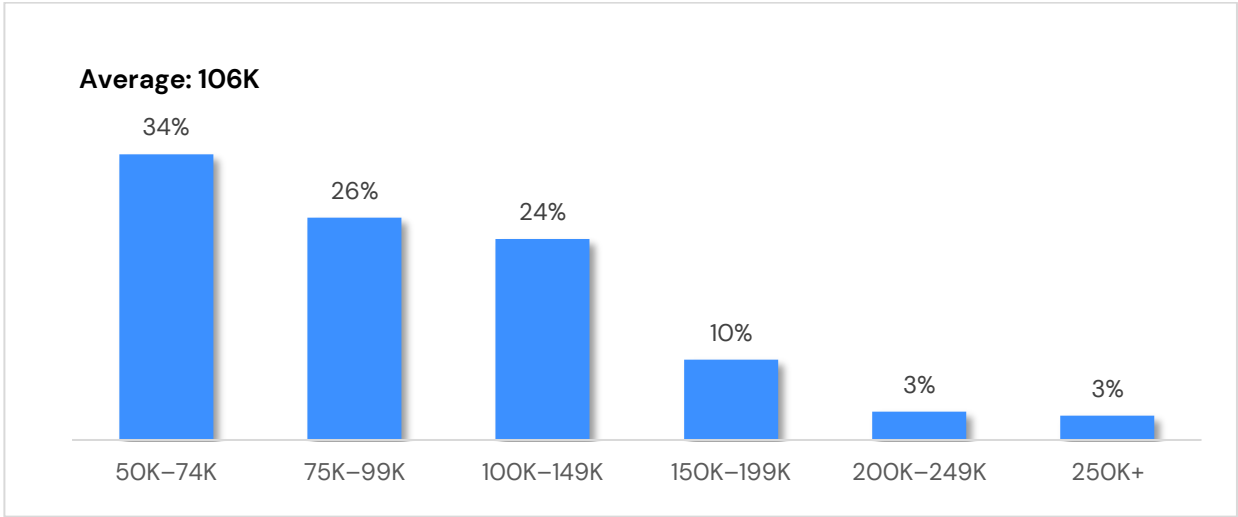# Age, Annual household income, Housing situation

Average: 54 years old

2%	24%	35%	36%	3%
18–27	28–43	44–59	60–78	79+

Figure 17: Age

Average: 106K

34%	26%	24%	10%	3%	3%
50K–74K	75K–99K	100K–149K	150K–199K	200K–249K	250K+

Figure 18: Annual household income

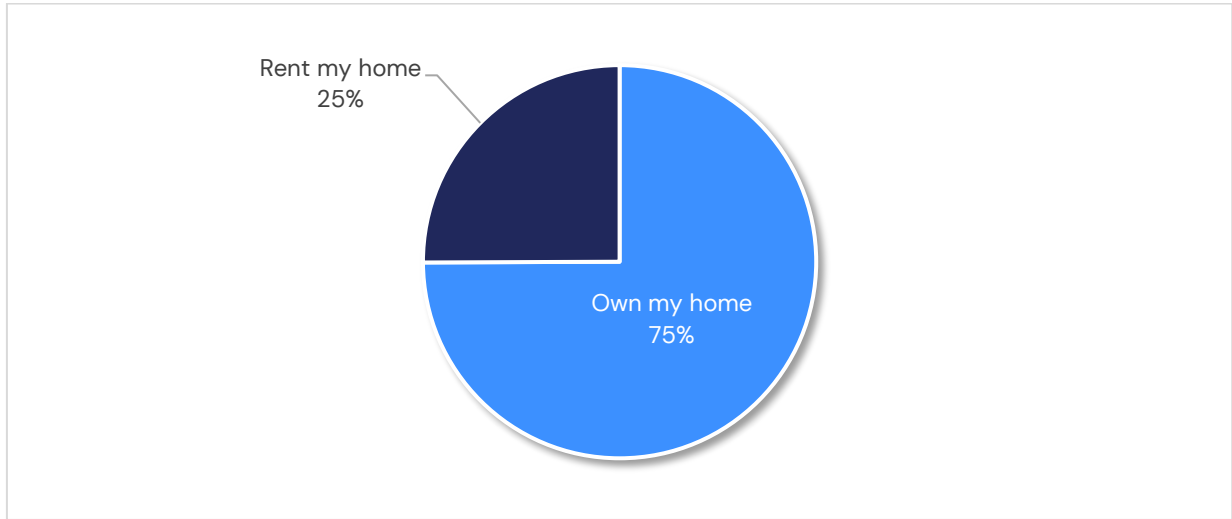Rent my home
25%

Own my home
75%

Figure 19: Housing situation

About ServiceMonster

ServiceMonster empowers carpet cleaning, pressure washing, and window cleaning businesses with industry-leading software designed to simplify operations, boost revenue, and build lasting client relationships. Since 2003, we've helped thousands of cleaning professionals achieve growth through cutting-edge scheduling, marketing, and reporting tools. This survey reflects our commitment to delivering data-driven insights that help you stay ahead of seasonal trends and household demands. ServiceMonster isn't just a software platform—it's a partner dedicated to driving your success in the professional cleaning industry.

Get started today at ServiceMonster.com