



Tork® PeakServe® Continuous® Hand Towel System

## Trends that will affect the cleaning of tomorrow

What does the future hold for those in cleaning services?

We've looked at some of the factors that affect both the cleaning industry and the world at large.



## Integration

The cleaning industry is currently going through a change with centralized procurement; as a result, there has been an increase in bundled services for full service contracts. These trends are more common for larger clients like multinational companies, who are looking for a one-stop-shop solution to service their full global operation.



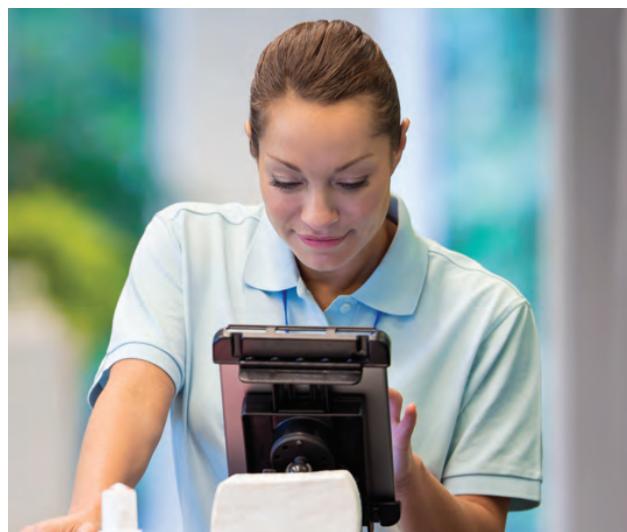
## Outsourcing

In most markets, the trend in cleaning is to outsource cleaning services. There are many drivers pushing this practice: everything from streamlining the core business, a lack of in-house expertise, as well as budget reasons for businesses that require tailored cleaning, for example hospital disinfection services.



## Technology

The IoT (Internet of Things) has changed all of our lives. And it's also affecting the cleaning industry. Today, machines and systems can communicate, with us and with each other, which helps plan and manage the workload. For those who work in cleaning, routines will become more efficient by using mobile apps. We will see more of need-based services instead of cleaning according to a routine. Of course, at the beginning, employees will need to spend a little time getting trained on the software.



## Green cleaning

Environmental concerns are becoming increasingly important. This has resulted in a “green cleaning” trend and an increased demand on clients for more environmentally friendly cleaning methods. Although every country shows a different demand on cleaning products and equipment, we can assume that those who are market leaders in cleaning will also push for more sustainable solutions. This also has an effect on suppliers of cleaning products who will need to meet the requirements of the cleaning companies to maintain their competitiveness, increase sales, and position themselves as experts in the field.



## Globalization

Globalization affects all businesses, and the cleaning industry is no exception. Many companies want the economies-of-scale and the cost benefits of using the same subcontractor for all services in all markets. It is often much easier and a more cost-effective process to have one procurement instead of separate procurements for each market, reducing points of contact once a contract is signed. To survive, a smaller local facility management (FM) company might respond to this trend by creating a niche or specific focus for local clients. But whatever the size of the FM company, they must be trained in their clients' policies and values and truly represent their standards.



## Summary

The cleaning industry, like many businesses, is going through a structural shift. With change comes many challenges that need to be addressed. The good news? These challenges can create new opportunities for those who dare to explore!



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