

LONDON CLEANING SHOW

2025 Post Show Report

The London Cleaning Show is the UK's flagship meeting place for the cleaning, hygiene and facilities management community — bringing together suppliers, operators, buyers and innovators under one roof.

The 2025 edition delivered a vibrant, commercially focused marketplace, combining a busy trade show floor with conference content, product innovation and live competition moments that gave exhibitors and visitors genuine reasons to engage, connect and do business.



Tradeshow



Conference



Innovation Showcase



Window Cleaning
World Cup

Executive Summary

Topline indicators that demonstrate audience scale, exhibitor participation, speaker content and commercial relevance.

6,176

total attendees

98

exhibitors

show floor participation

24

speakers

conference thought leadership

48%

spend £51k+ annually

on cleaning products/services

61%

buying authority

authorise, influence or specify

62%

London/SE/East

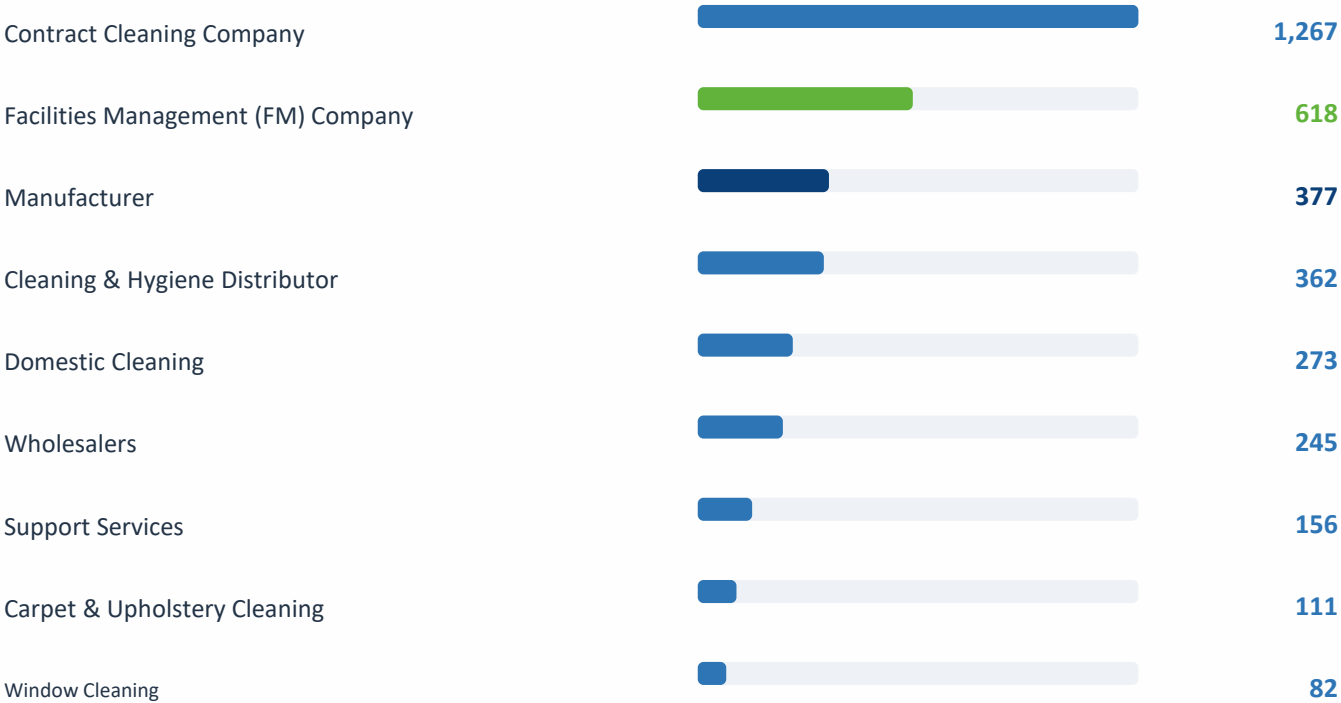
Key takeaway

The 2025 edition combined scale, buying influence and strong supplier representation, giving stakeholders a commercially credible platform for lead generation, market visibility and industry engagement.

Audience Composition

Cleaning industry audiences represented a broad cross-section of operators, suppliers and service providers.

Top cleaning industry company activities



1,267

contract cleaning companies

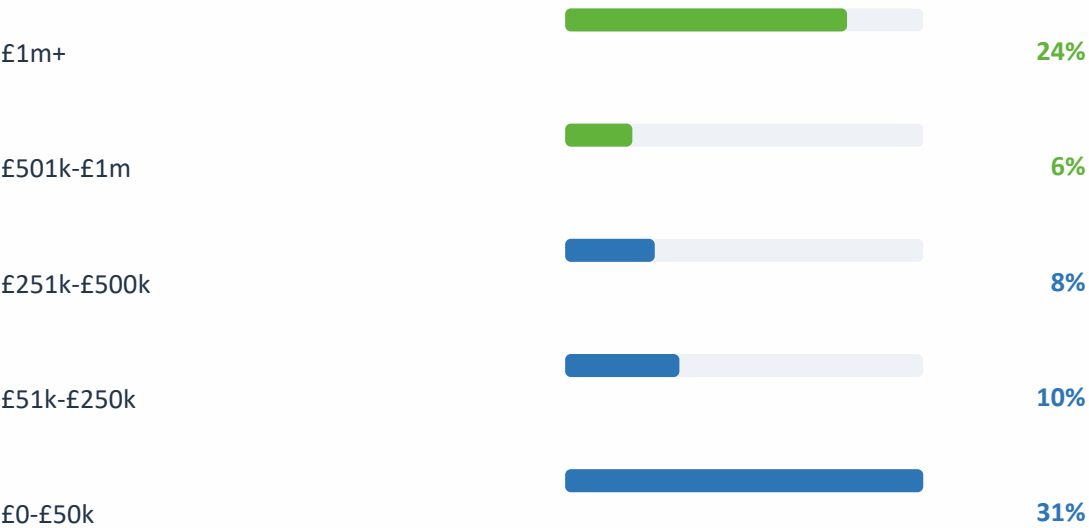
618

FM companies

Annual Cleaning Spend Profile

A strong proportion of the audience controls or influences significant cleaning budgets.

Annual expenditure bands



48%

spend £51k+ annually

2,964 attendees stated annual expenditure of at least £51k

30%

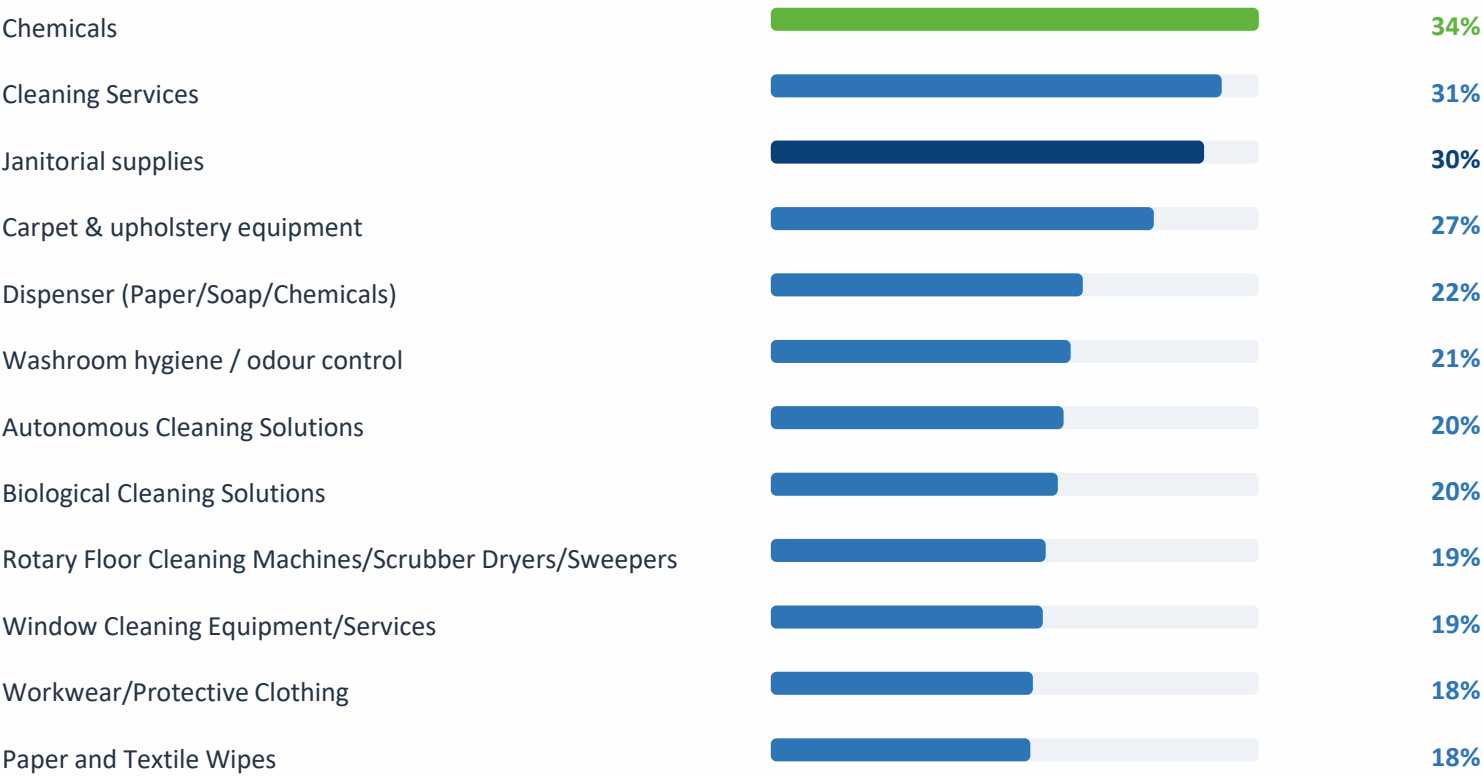
spend £500k+ annually

1,871 attendees stated annual expenditure of at least £500k

Purchasing Interests

Attendees selected multiple responsibilities, showing breadth of active product and service demand.

Top product and service categories



28,317

category selections

multi-select purchasing responsibilities

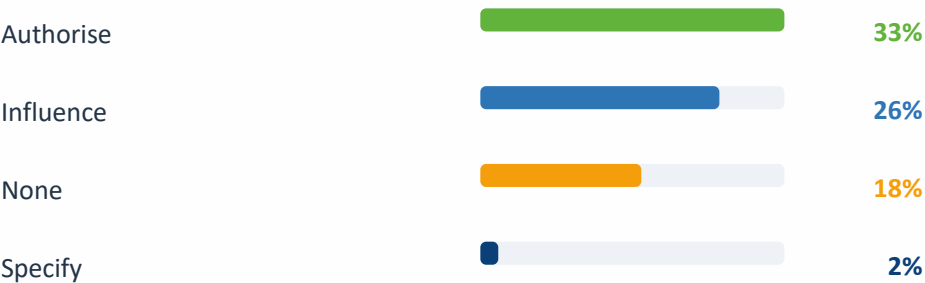
Highest stated responsibilities

1. Chemicals
2. Cleaning services
3. Janitorial supplies
4. Carpet & upholstery equipment
5. Dispensers

Buying Authority & Seniority

The audience included decision-makers, budget holders and senior operational influencers.

Purchasing authority

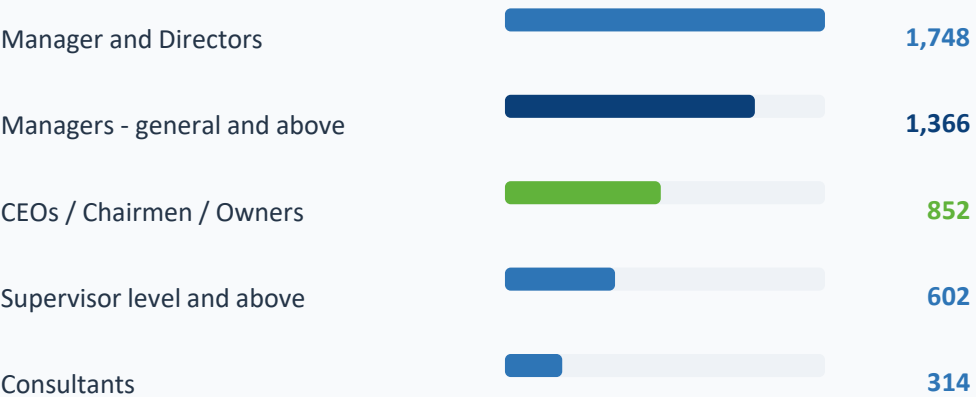


61%

authorise, influence or specify

3,794 attendees with direct purchasing involvement

Job role profile

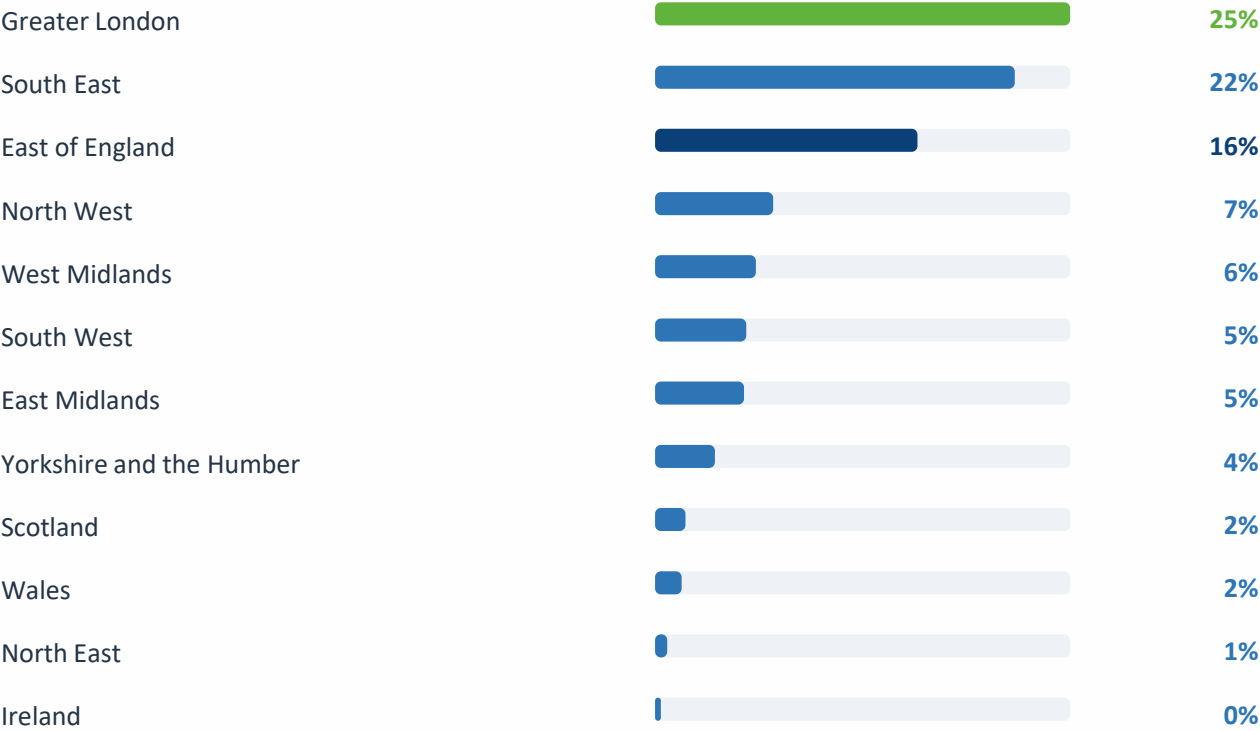


74%

supervisor level and above

Geographic Reach

Regional breakdown of known geography



47%

from London and the South East

53%

From outside the region

Organisation Size

The audience represented businesses from small operators through to enterprise-scale employers.

Number of employees



2,303

SME operators

1 to 49 employees

2,300

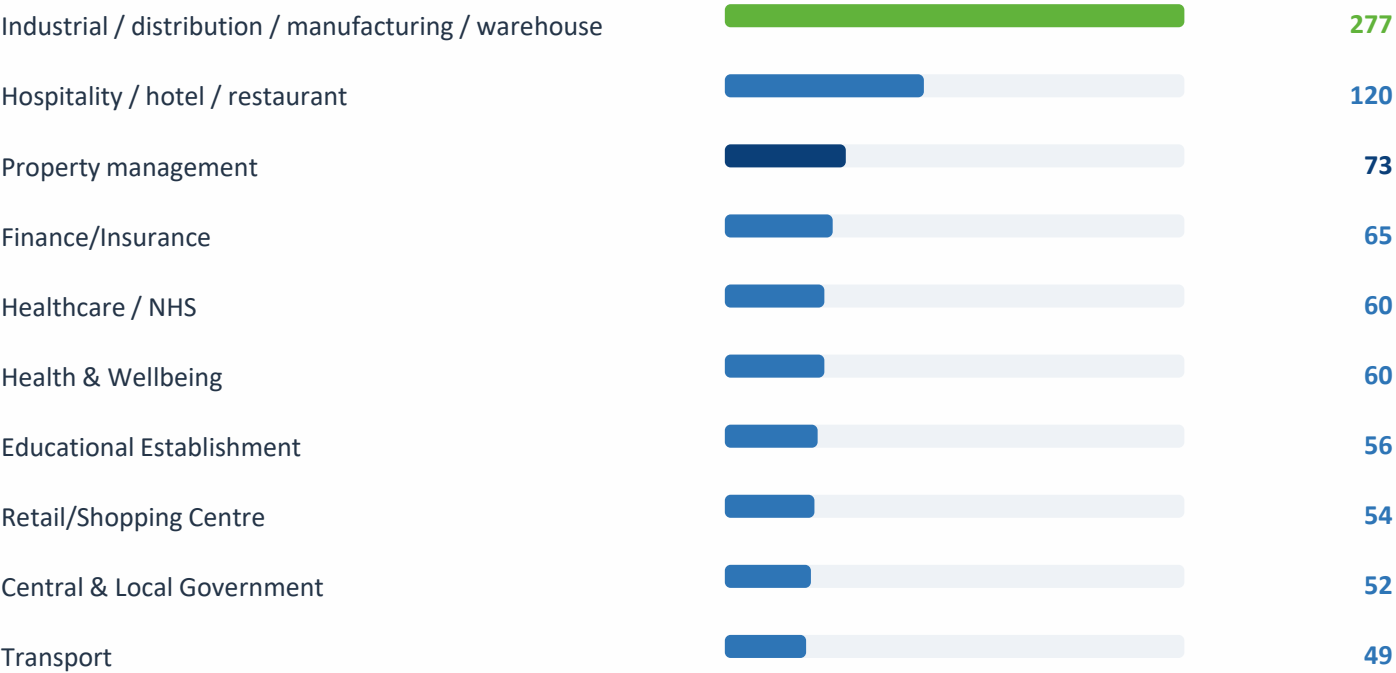
larger organisations

100+ employees

Demand Beyond the Cleaning Industry

Non-cleaning verticals create opportunities for facility-wide, hospitality, property, public sector and healthcare suppliers.

Specified non-cleaning sectors



277

industrial / warehouse providers

120

Hospitality businesses

Gallery 2025 Highlights



Testimonials

Our key objective for attending The Cleaning Show is to create better relationships in the industry and coming from Australia, brand presence is crucial for us.

Customers are at the centre of everything we do – we provide what cleaning professionals actually want. The show is a great place for innovative cleaning solutions and productivity, and this is the place to find that.

Urvin Seeburuth
Pacvac

The Cleaning Show is a fantastic place to find new suppliers for Trust Hygiene.

I have come for the past few years and I always leave with lots of new knowledge and contacts. The pandemic has really expanded the industry and the show represents this expansion well - from products to services to waste and end users, everything is here.

Stacey Fox
Trust Hygiene

The show has been busier and better than expected, it has been fun, super productive and engaging.

All industry trends are on show from sustainability to increased productivity. It is hopeful to see the industry going in the right direction and making changes to increase the effectiveness and efficiency of cleaning for manufacturers and end users.



Ben Sutton
Reckitt

The Cleaning Show has been an overwhelmingly positive experience with great networking opportunities.

It is great to have so many global and small brands in one place all talking about sustainability and the future of our industry. The conference sessions are a great place to hear from different people with different perspectives, it was a great opportunity to be a part of.

Anna Edwards
Bunzl Cleaning & Hygiene Supplies Ltd