

THE U.S. RESIDENTIAL MAID SERVICES INDUSTRY

April 2026

By: Marketdata LLC

Table of Contents

	Page
<u>Introduction: Sources used, report methodology</u>	1-4
<u>Nature of the Industry</u>	8-12
<ul style="list-style-type: none">* How maid services operate, fees charged, pay methods, types of maids, etc.* Demand factors – discussion* Maids by sex, gender, ethnicity* Immigration and the underground workers, solo operators* End-user household demographics: findings of Mediamark Research survey: major target age groups and usage of professional cleaning services	
<u>Demand Factors</u>	
<ul style="list-style-type: none">- Projected no. of U.S. households using a maid or housekeep, by age group- Percentage of U.S households using a maid or service- Rise of dual income families- Effect of recessions and the overall economy, disposable income	
Table:	
<ul style="list-style-type: none">• Estimated Number of Households Using Cleaning Services: 2012-2025	
<u>Industry Structure & Operating Ratios</u>	13-17
<ul style="list-style-type: none">* Maid Services Industry Snapshot: 2024 (no. of maids, no. of companies, industry receipts, payroll)* Bureau of Labor Statistics national data: number of maids in U.S – total no. maids working in private residences, hotels & motels, commercial sites, healthcare facilities, avg. hourly wages and annual income.	

Maid Services operating ratios:

- Avg. income for maids, earnings per hour
- Avg. revenue per job
- Technician turnover rate
- Revenue per job hour
- Pricing
- Avg. prices per cleaning
- How residential cleaning rates are determined
- Average house cleaning rates
- New cleaning job employment

Census Tables & Maps (May 2025)

- Industries with the highest levels of employment in this occupation
- Employment of maids and house cleaners, by state
- Mean annual wages of maids and house cleaners, by state
- Top paying states for this occupation
- Metropolitan areas with the highest employment level in this occupation
- Metro areas with highest concentration of jobs and location quotients in this occupation
- Top paying metro areas for this occupation
- Top paying non-metropolitan areas for this occupation.
- Map: employment of maids & housecleaners, by state: 2023
- Map: annual mean wage of maids & housecleaners, by state: 2023

ARCSI Maids Trade Association Statistics: Industry & Member Profiles

ARCSI members, by: year they started business, annual sales, no. of employees, online marketing methods used, etc.

Estimate of avg. annual sales per maid service company, total national industry receipts.

Tables:

- * No. of maid service companies in U.S., estimated no. of residential maids working
- * No. of maid service companies, by their no. of employees
- * No. of maid service companies, by sales volume
- * No. of maid service Franchises, by sales volume
- * No. of maid service Independents, by sales volume

Profile of The Maids Workforce

18-29

Discussions of:

- * Average hourly earnings
- * No. of maids in the U.S., by ethnicity
- * Geographic concentration of maids
- * Job outlook to 2033
- * Economic Policy Institute's 2021 Survey and Report Findings: discussions of: maids by Sex & race, immigrants, hourly pay, wage gap for domestic workforce, part-time vs. full-time Workers, no. of maids by region, etc.)

Table:

- Number of house cleaners, by state & region

Major Industry Trends & Growth Drivers

30-32

Discussions of:

- * The adoption of green cleaning practices
- * Growing integration of technology
- * The rise of disposable income and dual income families
- * Higher demand for specialized cleaning services
- * Recurring revenue models and subscription services

Industry Size & Growth

33-43

- * Industry size estimates: cautions about data from other sources, no "official" government or Trade association data, estimates can differ wildly
- * Industry size estimates, methods, rationale by trade groups (ARSCI), competitors, Marketdata
- * U.S. Bureau of Labor Statistics' Occupational Outlook for maids occupation
- * Methods to estimate industry size:
 - based on number of U.S. maids x annual wage
 - based on a ground up approach, the addition of system-wide sales of the major franchises as a percent of total industry
 - As a percent of the total broader commercial & residential cleaning services market
 - Artificial intelligence / ChatGPT estimates, under varying scenarios (market without a Recession in next four years, with recession – low, medium, best case scenarios)
- * Effects of the pandemic, recovery rates since 2020
- * State and regional market potential (estd. revenues, share of market), by state & region (Northeast, Midwest, South, West)
- * Marketdata estimates of industry size/growth in 2025 and forecast for 2026 & 2030

Tables:

- \$ Market size, by state and region: 2025

Competitor Profiles: Franchising in the Industry

44-58

- Summary of maid franchises – discussion, average yearly revenue per maids franchise
- Number of maid services franchises: 2008-2025, by company
- Analysis of franchises vs. independent maid service companies, differences between two groups, Estimated share of industry revenues for each group.

- Competitor Profiles: address, history, when founded, when started franchising, services, no. of U.S. and non-U.S. franchises, franchise packages sold, etc. for:
 - The Maids
 - Maid Brigade
 - Merry Maids (ServiceMaster)
 - Molly Maid
 - MaidPro
 - Cottage Care
 - Home Cleaning Centers of America
 - The Cleaning Authority
 - Maid to Perfection

Tables:

- Number of franchise units in No. America, by company: 2008-2025
- Estimated annual revenue by franchise company, market share – 2025

Reference Directory of Industry Information Sources

59-60

- * Addresses, phones, contacts at major industry trade associations, trade journals, consulting firms: commercial cleaning, carpet cleaning, maid services.