



2025 STATE OF THE DRY CLEANING INDUSTRY REPORT

894 RESPONDENTS

HOW'S BUSINESS?

58%

**SALES
INCREASE**

of dry cleaners in the US reported higher **SALES** in 2024 compared to 2023.

2024

**STRONGER SALES
FOR MANY!**

BUT PROFITS DIDN'T KEEP UP.

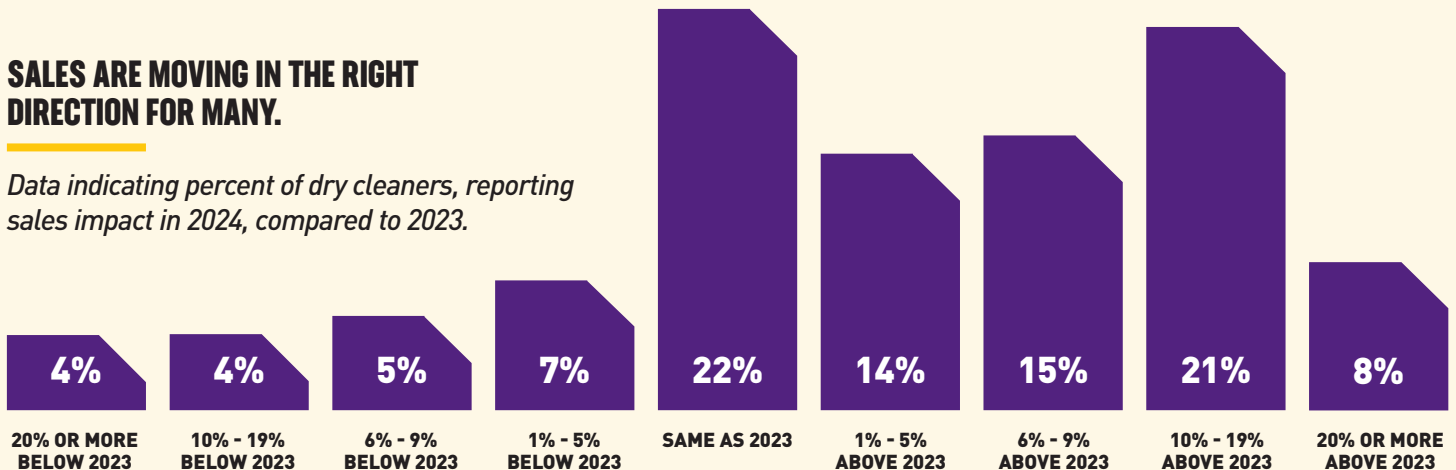
29%

**PROFITS
INCREASE**

of dry cleaners in the US reported higher **PROFITS** in 2024 compared to 2023.

SALES ARE MOVING IN THE RIGHT DIRECTION FOR MANY.

Data indicating percent of dry cleaners, reporting sales impact in 2024, compared to 2023.



SALES INCREASED FOR MANY IN 2024, BUT PROFITS DIDN'T SEE THE SAME SUCCESS.

12%

**PROFITS
SIGNIFICANTLY
BELOW 2023**

23%

**PROFITS
SOMEWHAT
BELOW 2023**

36%

**PROFITS ABOUT THE
SAME AS 2023**

24%

**PROFITS
SOMEWHAT
ABOVE 2023**

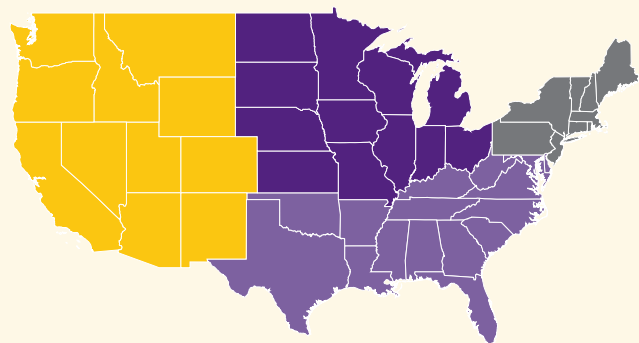
5%

**PROFITS
SIGNIFICANTLY
ABOVE 2023**

SALES BY REGION.

SALES GROWTH HAS BEEN IMPACTED DIFFERENTLY ACROSS VARIOUS REGIONS OF THE COUNTRY.

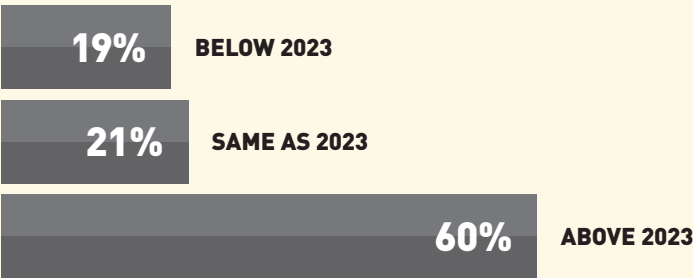
Data indicating percent of dry cleaners by region, reporting sales impact in 2024, compared to 2023.



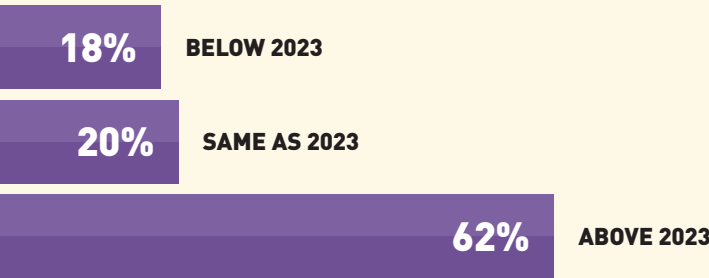
THE SOUTH LED THE CHARGE WITH GROWTH, WHILE THE WEST TRAILED BEHIND.

- NORTHEAST
- SOUTH
- MIDWEST
- WEST

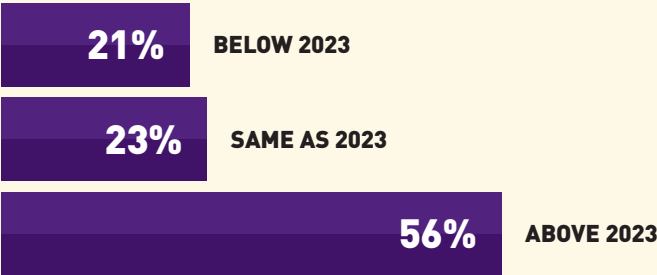
NORTHEAST SALES



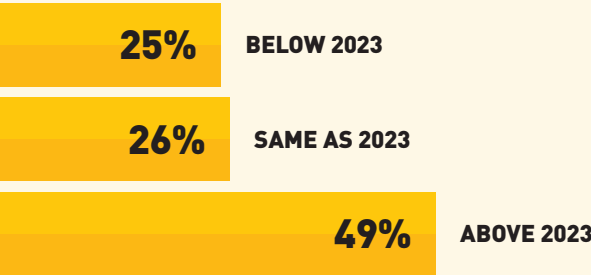
SOUTH SALES



MIDWEST SALES

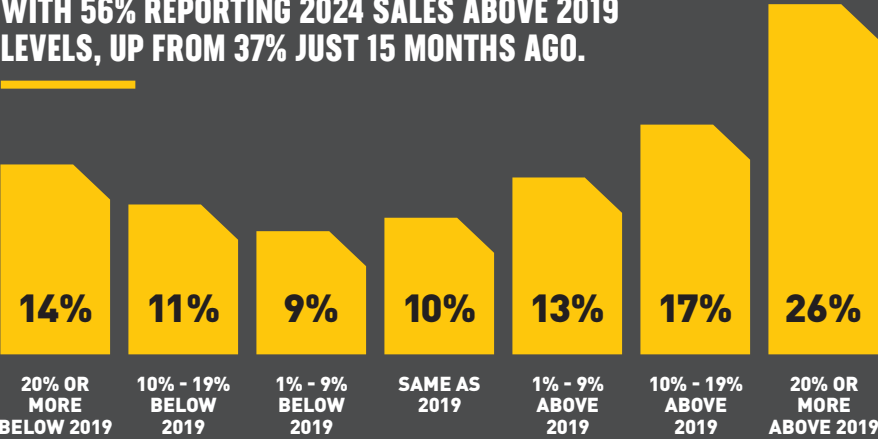


WEST SALES



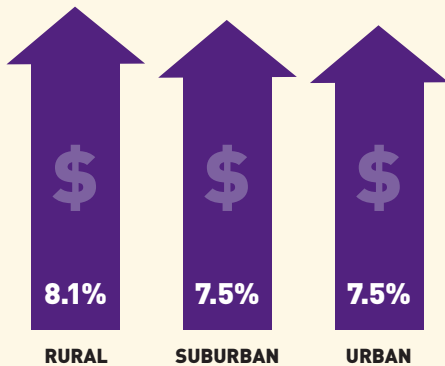
of dry cleaners in the US are reporting sales are up from 2019.

DRY CLEANERS ARE SEEING IMPROVEMENT, WITH 56% REPORTING 2024 SALES ABOVE 2019 LEVELS, UP FROM 37% JUST 15 MONTHS AGO.



GARMENT PRICES AND TRENDS.

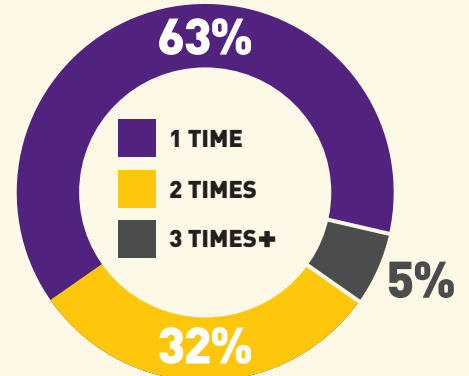
FOR THOSE PLANNING TO RAISE PRICES IN 2025, ESTIMATED PRICE INCREASE BY LOCATION.



7.5%

ESTIMATED AVERAGE PRICE INCREASE BY DRY CLEANERS WHO PLAN TO RAISE PRICES IN 2025.

FOR THOSE PLANNING TO RAISE PRICES IN 2025, MOST INTEND TO DO IT JUST ONCE.



AVERAGE PRICES ACROSS THE U.S. FOR VARIOUS GARMENTS.*

\$4¹⁵

LAUNDERED SHIRT

12% Increase Since Oct. 2023

\$7⁹¹

BLOUSE

5% Increase Since Oct. 2023

\$8⁰⁶

PANTS

5% Increase Since Oct. 2023

\$8⁴³

SWEATER

7% Increase Since Oct. 2023

\$11⁵⁸

SPORT COAT

8% Increase Since Oct. 2023

\$18¹⁸

2-PIECE SUIT

6% Increase Since Oct. 2023

\$14⁸⁷

PLAIN DRESS

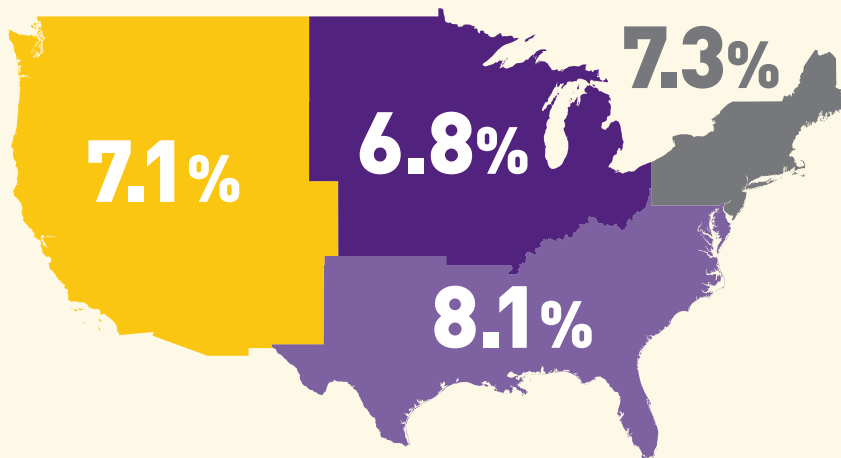
6% Increase Since Oct. 2023

\$38³⁰

QUEEN COMFORTER

4% Increase Since Oct. 2023

*As of January 2025

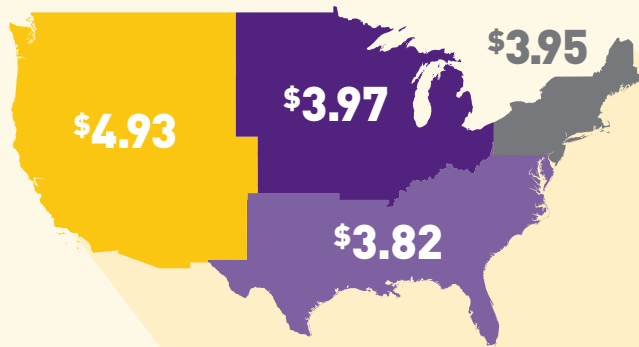


ESTIMATED PRICE INCREASE BY REGION FOR THOSE PLANNING ON RAISING PRICES IN 2025.

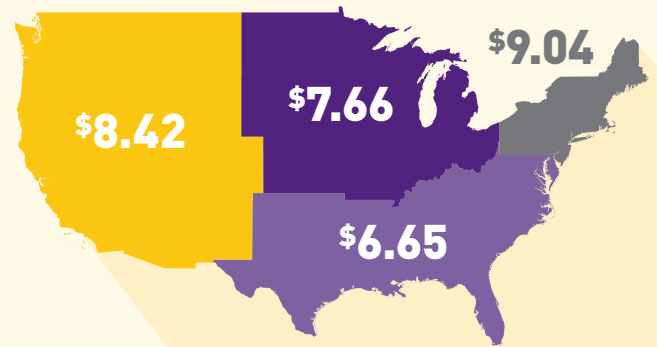
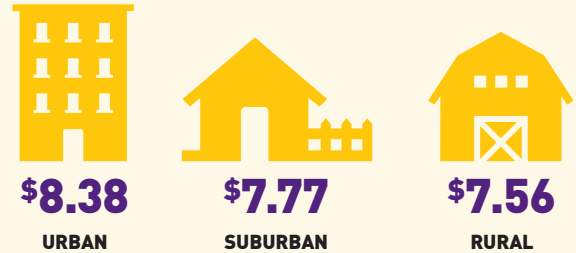


GARMENT PRICES BY REGION AND LOCATION.*

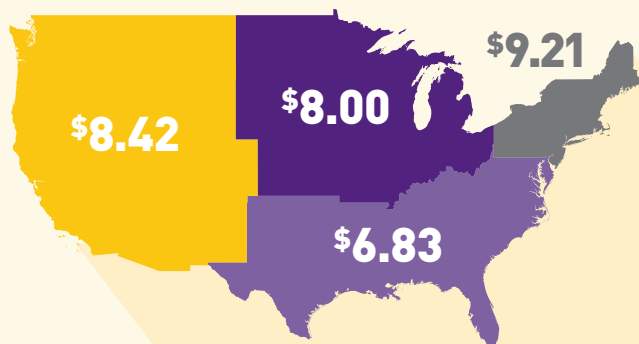
AVERAGE PRICE ACROSS THE U.S. FOR A LAUNDERED SHIRT



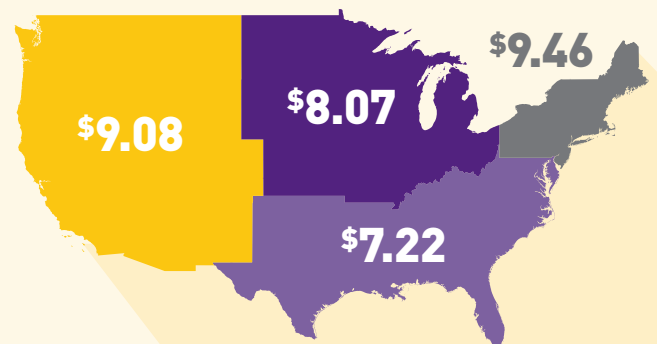
AVERAGE PRICE ACROSS THE U.S. FOR A BLOUSE



AVERAGE PRICE ACROSS THE U.S. FOR PANTS



AVERAGE PRICE ACROSS THE U.S. FOR A SWEATER



GARMENT PRICES BY REGION AND LOCATION.*

AVERAGE PRICE ACROSS THE U.S. FOR A SPORT COAT



\$13.06

URBAN



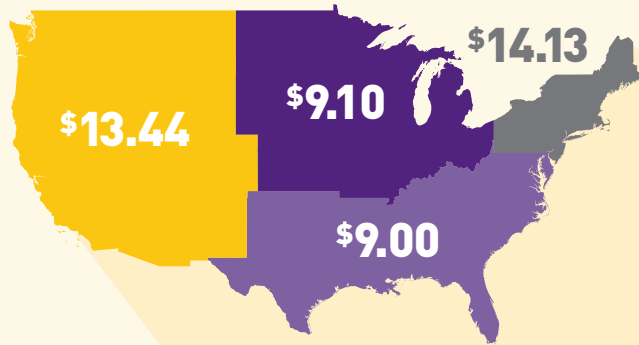
\$10.99

SUBURBAN



\$10.58

RURAL



AVERAGE PRICE ACROSS THE U.S. FOR A 2-PIECE SUIT



\$19.70

URBAN



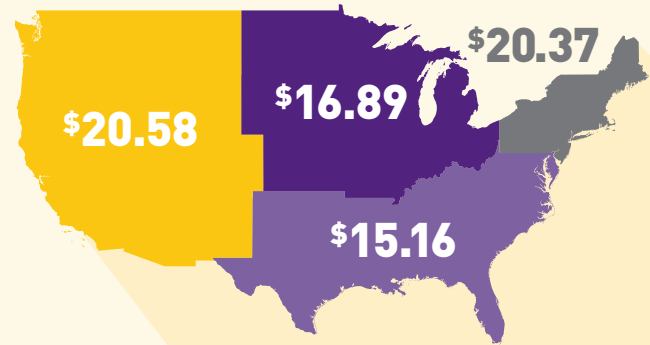
\$17.68

SUBURBAN



\$17.04

RURAL



AVERAGE PRICE ACROSS THE U.S. FOR A PLAIN DRESS



\$15.96

URBAN



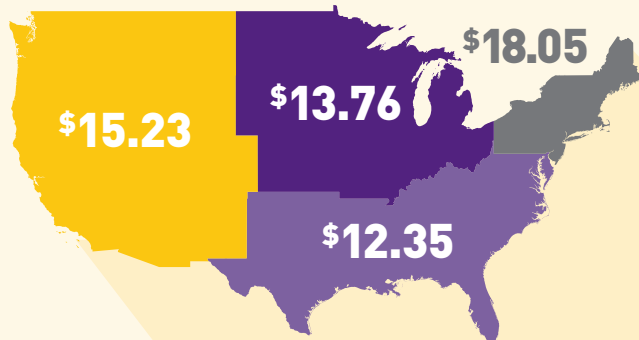
\$14.52

SUBURBAN



\$13.81

RURAL



AVERAGE PRICE ACROSS THE U.S. FOR A QUEEN SIZE COMFORTER



\$39.75

URBAN



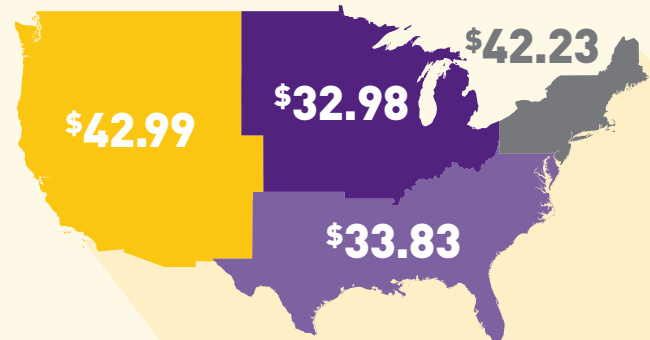
\$38.46

SUBURBAN



\$33.94

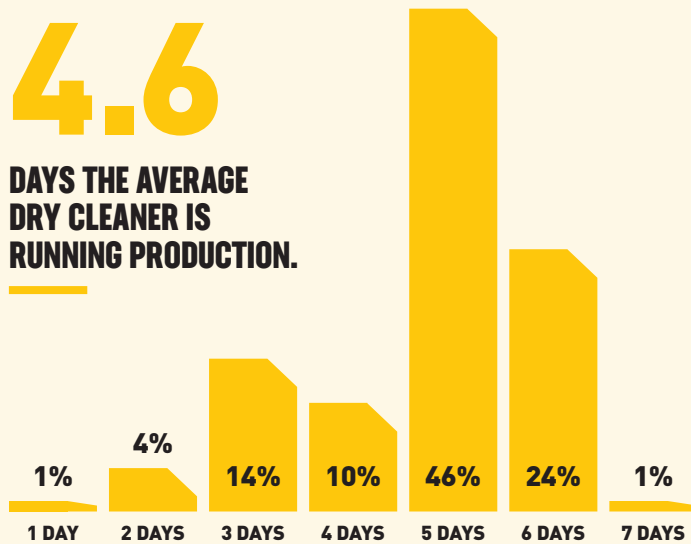
RURAL



STORE OPERATIONS AND CHALLENGES.

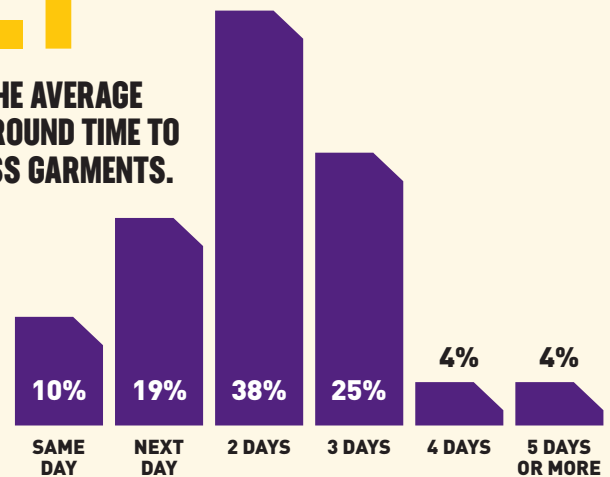
4.6

DAYS THE AVERAGE DRY CLEANER IS RUNNING PRODUCTION.

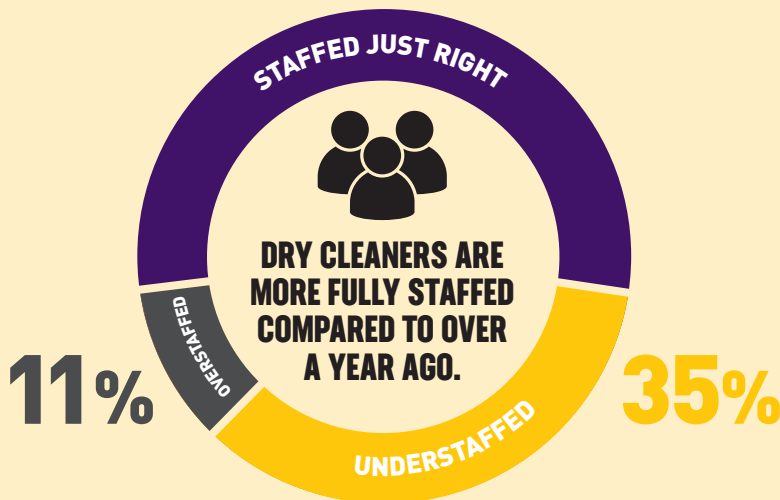


2.1

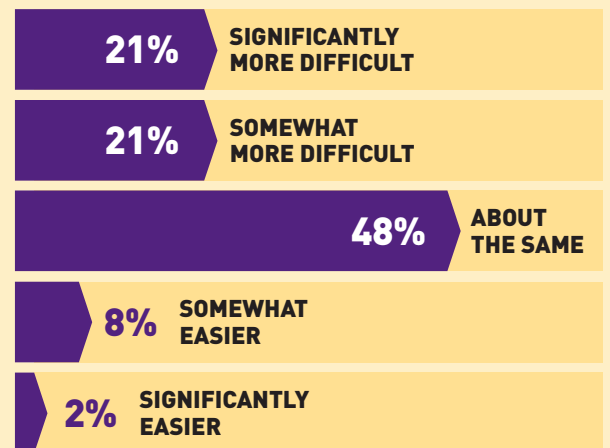
DAYS THE AVERAGE TURNAROUND TIME TO PROCESS GARMENTS.



54%

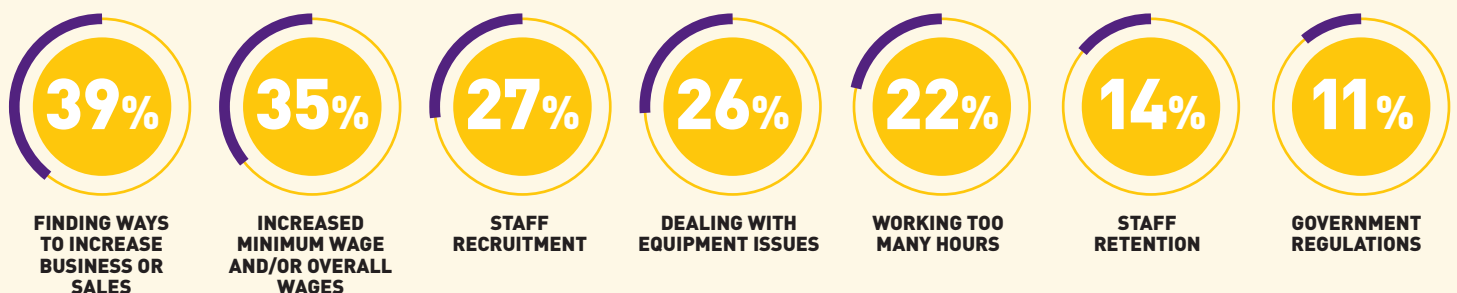


FINDING EMPLOYEES COMPARED TO LAST YEAR.



HIRING STRUGGLES ARE EASING UP! ONLY 27% NOW SAY STAFF RECRUITMENT IS THEIR TOP CHALLENGE—DOWN FROM 44% IN THE PREVIOUS SURVEY.

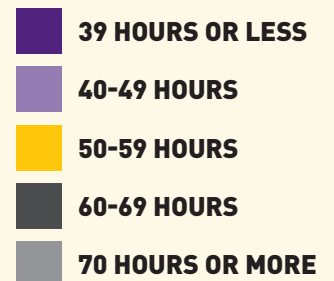
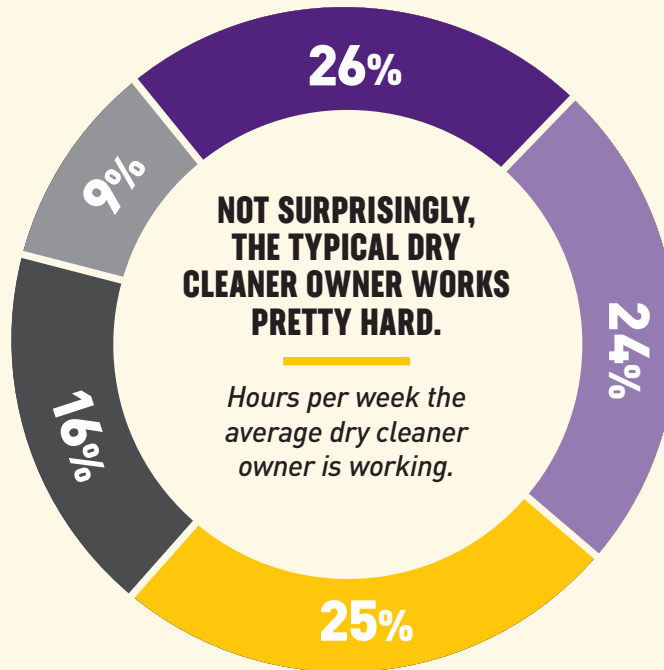
Responses from dry cleaners on their top 3 challenges.



WHO IS THE TYPICAL DRY CLEANER OWNER?

58

**AVERAGE AGE OF
DRY CLEANER OWNER**
(but you probably feel
much older)



AVERAGE NUMBER OF STORES OWNED

*Slight dip in number of
stores a typical dry
cleaner owns from 1.8*
to 1.7, a sign that some
cleaners are focusing on
fewer stores.*

WHERE DRY CLEANERS ARE LOCATED

SUBURBAN 51%

URBAN 34%

15% RURAL

PERCENT OF STORES OWNED BY DRY CLEANERS



GROW, GROW, GROW YOUR BUSINESS.

PICK-UP AND DELIVERY CAN BE A REAL “DRIVER” FOR MANY DRY CLEANERS.

25%

of total sales on average are derived from pick-up and delivery for those who offer this service.



of dry cleaners offer pick-up and delivery service.

73%

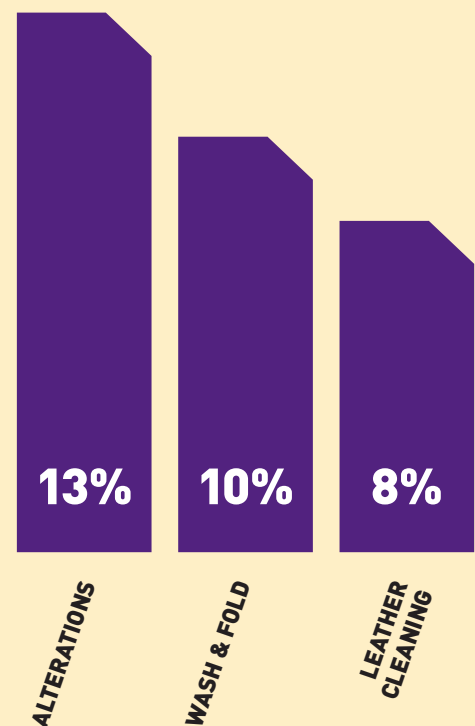
of dry cleaners indicated that they do not charge extra for deliveries.

12 MOST POPULAR ADDITIONAL SERVICES THAT DRY CLEANERS OFFER.

Alteration Services
Drapery Cleaning
Fire & Water Restoration
Hotel Cleaning
Leather Cleaning
Outdoor Patio Cushion Cleaning
Rug Cleaning
Shoe Repair
Tuxedo Rental
Wash & Fold
Wedding Gown Cleaning & Preservation
Wholesale

TOP 3 ADDITIONAL SERVICES BY REVENUE CONTRIBUTION.

Percent of total sales derived from these services.



MARKETING TRENDS AND INSIGHTS.

SLIGHTLY MORE THAN HALF THE DRY CLEANERS IN THE U.S. DO NOT BELIEVE IN SPENDING MONEY ON MARKETING.



IF YOU'RE SPENDING ON MARKETING, THE CHANNELS BELOW ARE RANKED BY THEIR EFFECTIVENESS.

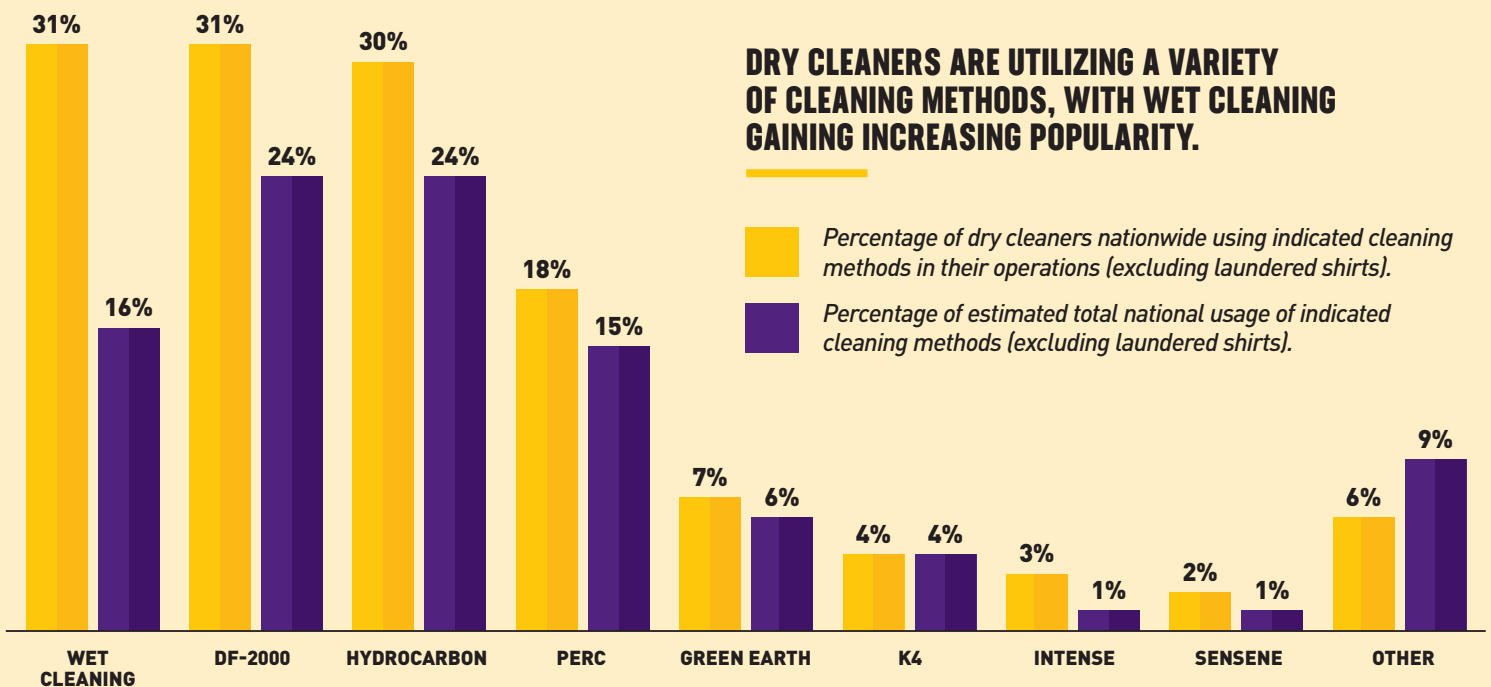


More and more dry cleaners are embracing Facebook ads and text marketing.

NATIONWIDE USAGE OF CLEANING METHODS.

DRY CLEANERS ARE UTILIZING A VARIETY OF CLEANING METHODS, WITH WET CLEANING GAINING INCREASING POPULARITY.

Percentage of dry cleaners nationwide using indicated cleaning methods in their operations (excluding laundered shirts).
 Percentage of estimated total national usage of indicated cleaning methods (excluding laundered shirts).



HOW DOES THE FUTURE OF DRY CLEANING LOOK?

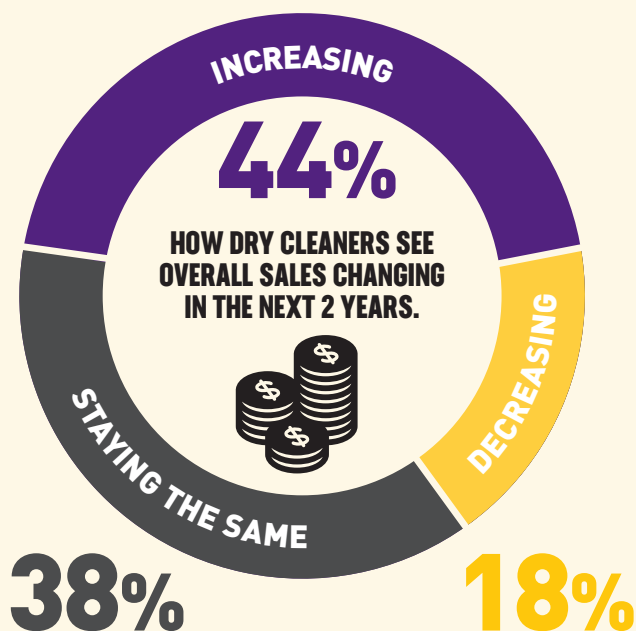
OVER HALF OF THE DRY CLEANERS PLAN ON MAKING SOME MAJOR CAPITAL INVESTMENTS.

Top 10 purchases dry cleaners are looking to make in the next 3 years.

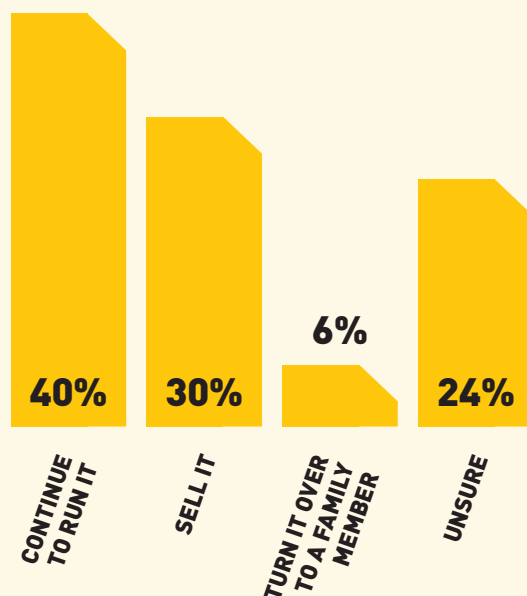


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MOST DRY CLEANERS STILL FEEL PRETTY OPTIMISTIC.



DRY CLEANING OWNERS' PLAN FOR THEIR BUSINESS IN THE NEXT 5 YEARS.



RESEARCH STUDY CONDUCTED BY
DRIVE RESEARCH COMMISSIONED BY CLEANER'S SUPPLY.