



European Cleaning and Facility Services Industry

The EFCI released its 2020 statistical Report on the state of the European cleaning industry

Brussels, 11 June 2020- On 10 June 2020, in a forward-looking discussion, the EFCI presented its 2020 Statistical Report “The Cleaning Industry in Europe” highlighting the resilience and steady growth of the industry amidst the uncertainty of our times.

Following the [2019 Trend Report on the industry’s evolution between 1995-2016](#), EFCI’s 2020 Report “[The Cleaning Industry in Europe](#)” constitutes the first edition of a new format of the historical EFCI surveys. This statistical report provides a detailed overview and analysis of the most recent publicly available data by June 2020. It includes comparisons on the main aspects of our industry at European and national level, based on indicators such as turnover, number of companies and employees. The report provides clear evidence of the resilience that characterised the industry across Europe over the last two decades. With a steady growth over the recent years, the European cleaning industry grew by 8% reaching the impressive turnover of 120 billion euro. Further, with an important employment increased of 15% over the last five years, the sector now employs 4.1 million people.

The report is available on [EFCI’s website](#) and EFCI’s Secretariat will be happy to provide further information about it upon request.



THE CLEANING INDUSTRY IN EUROPE EFCI’S REPORT 2020



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EFCI's 2020 Report was presented during a webinar which also analysed the impact of COVID-19 in the industry



Juan Díez de los Ríos (President of the EFCI) and Isabel Yglesias (EFCI's Director) exchanging with speakers Frank Veneman (VSR, MGB Europe), Peter Ankerstjerne (JLL&IFMA), Michelle Marshall (ECJ) and Barry Kitz (hkp//Remunet).

EFCI's 2020 Report was the at the centre of a forward-looking discussion on the present and future trends of the European cleaning sector.

Barry Kitz (hkp///Remunet Group), presenting a detailed overview of the data, underlined the astonishing 50 % growth of the industry's employment rate compared to the 20% increase in the overall EU employment. While the impact on the sector of the temporary closure of offices, leisure and school's facilities is still uncertain, Barry Kitz pointed out how the diversification of the industry's market segments remains one of its main strengths and important driver of success.

Looking at the future of workplaces, Peter Ankerstjerne (Global Lead FM and Employee Experience at JLL & Chair of IFMA's Board of Directors) sees a silver lining for the sector in the Covid-19 pandemic. The purpose of office spaces will undergo a radical change: from productivity to social connection and innovative and collaborative work. Intensified disinfection and regular cleaning especially during office-hours will be instrumental, together with the use of new technologies and documentation of hygiene levels, to enable this future and socially oriented shift in office facilities.

Underlying the encouraging acknowledgment of the cleaning industry's fundamental responsibility during and after the Covid-19 crisis, Michelle Marshall (Editor at the European Cleaning Journal) saw the current crisis as a unique opportunity for cleaning agents and companies to further integrate day-



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time models of work. This will potentially mark a future of enhanced visibility and a progressive recognition of the sector's essential role beyond the Covid-19 crisis.

EFCI's vision on the role of the industry in the post-Covid-19 Europe

The EFCI further addressed the opportunities and challenges that the post-Covid-19 context holds for the future of the sector in its vision paper: "[The European Cleaning Industry, a key partner for the post-Covid-19 Europe](#)" published on 8 June 2020. The vision paper underlines how, if supported by the adequate measures, the sector will continue to be essential not only in guaranteeing hygiene and cleanliness in the pathway to the "new normal" but also in the creation of employment and the integration of young people and workers with transferable skills in the post-Covid-19 labour market. The shift of the focus from price to quality in the purchase of cleaning and other facility services is key to ensure it and to acknowledge the relevance of cleaning and hygiene in our societies.

Further, the vision paper summarises the advocacy actions that the EFCI has been conducting since the beginning of the COVID-19 crisis, and which have been echoed via EFCI's and its members' social media in the #InGoodHands campaign. You can find more information about it through EFCI's [Twitter](#) and [LinkedIn](#) accounts.

About the EFCI

The EFCI is the voice of the European cleaning and facility services industry in Europe, bringing together associations representing the industry at national level. The cleaning and facility services sector is one of the major services industries in Europe, representing 283,000 companies employing over 4 million people.

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