



2023 DRY CLEANING CONSUMER PULSE REPORT

1,000 RESPONDENTS

HOW SATISFIED ARE CONSUMERS WITH THEIR DRY CLEANER?

94%

of dry cleaning consumers indicated that they are very satisfied with their current dry cleaner.

TOP 4 REASONS CONSUMERS WOULD LEAVE THEIR CURRENT DRY CLEANER.

1 POOR QUALITY

2

Poor Customer Service

3

Slow Service

4

Price



DELIVERY VERSUS IN-STORE CUSTOMERS.

70%

INTERESTED IN DELIVERY SERVICE



**IF DELIVERY IS FREE,
SIGN ME UP.**

*Percentage of in-store
customers who say they are
interested in pick-up &
delivery service
if it's free.*

**DELIVERY
CUSTOMERS ARE**

**LESS
PRICE
DRIVEN**

**DELIVERY
CUSTOMERS ARE**

**WILLING
TO WAIT
LONGER**



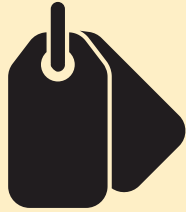
**DELIVERY & IN-STORE
CUSTOMERS ARE**

**EQUALLY
SATISFIED**

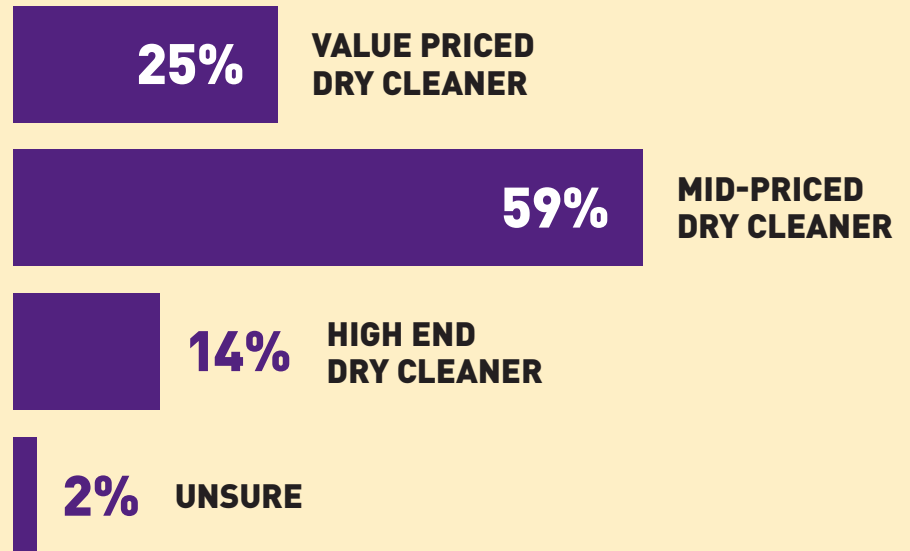
**HYBRID CUSTOMERS USING
DELIVERY & IN-STORE ARE**

**MOST
SATISFIED**

HOW DO CONSUMERS IDENTIFY WITH THE TYPE OF DRY CLEANERS THEY USE?



CONSUMERS LIKE TO USE DIFFERENT TYPES OF DRY CLEANERS



CONSUMERS EXPRESS STRONG AWARENESS TO KNOWING THE PRICING OF INDIVIDUAL ITEMS TO BE DRY CLEANED.



OF CONSUMERS INDICATED THEY WERE VERY AWARE OF THE PRICES FOR VARIOUS GARMENTS.

HOLD ON A SECOND.

MAYBE TAKE THIS WITH A GRAIN OF SALT.

When we asked the consumer what they were paying for specific garments to be cleaned, it was all over the place.

CONSUMERS PLACE A HIGH VALUE ON QUALITY.

70%

of consumers indicated they would be willing to pay more for higher quality on their dry cleaning.



84%

of millennials indicated they would spend more for higher quality on their dry cleaning.

WHAT DO CONSUMERS THINK ABOUT SPEED OF SERVICE?

INCLINED TO BRING IN MORE CLOTHES

66%

NOT INCLINED TO BRING IN MORE CLOTHES

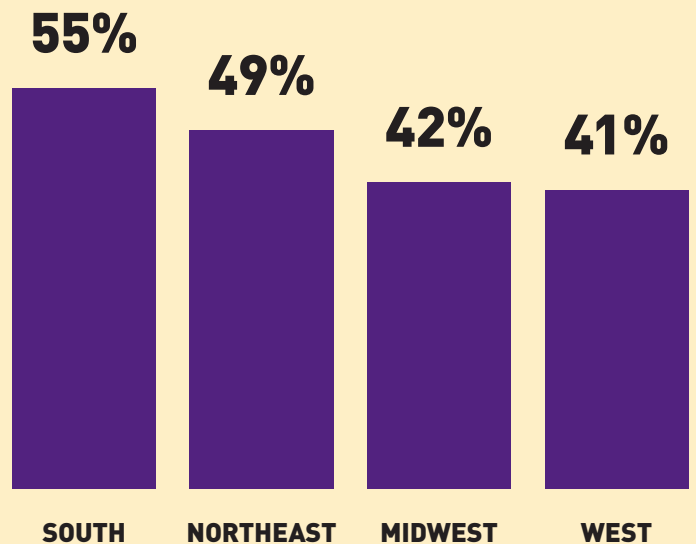
34%

OFFERING A FASTER TURNAROUND TIME MIGHT BRING IN MORE BUSINESS.

Percentage of consumers who indicated their willingness to wait two days or more for their cleaning also said they would be inclined to bring in more clothes if it didn't take as long.

FOLKS IN THE SOUTH LIKE IT THE FASTEST.

Percentage of consumers who indicate they would like to have their cleaning ready in 1 day or less.



WHAT ELSE DO YOUR CUSTOMERS WANT FROM YOU?

YOUR CUSTOMERS WANT TO BE NOTIFIED WHEN THEIR GARMENTS ARE READY.

75%

of consumers want to be notified when garments are ready.



TEXTING WINS!

WHEN ASKED HOW CUSTOMERS WANT TO BE NOTIFIED WHEN THEIR GARMENTS ARE READY.

*Surprising, this holds true across all demographics and ages.
Delivery customers are demanding this even more.*



2. PHONE



1. TEXT



3. EMAIL

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