

MARKET OVERVIEW

Commercial Cleaning Services — Austin, TX

Executive Summary

Addressable market (2026 est.)	\$410M – \$475M USD
Active providers	620+ registered; ~140 with >10 employees
Average pricing (office, recurring)	\$0.09 – \$0.16 / sq.ft / month
Average pricing (specialty, hourly)	\$42 – \$68 / hour
Regulatory gate	Texas does not require a state license for janitorial services. OSHA Hazard Communication + lo
5-yr market growth	4.8% CAGR (2021–2026); driven by office re-occupancy, data-center buildout, semiconductor fa

Competitive Positioning — Price vs. Service Breadth

	Narrow services	Broad services
Premium price	Niche specialists (biohazard, data center)	Full-service incumbents (ABM, ServiceMaster)
Value price	Solo operators, micro-crews	Mid-market challengers (open window)

Opportunity read. The value/broad quadrant is the most under-served segment in Austin. Two of the five largest incumbents carry review scores below 3.8 and show visible hiring strain. A mid-market challenger with transparent pricing and a structured QA program can realistically target 8–12 displaced accounts in the first 12 months.