

The 2025 Laundromat Outlook:

# Essential Trends Reshaping Your Business

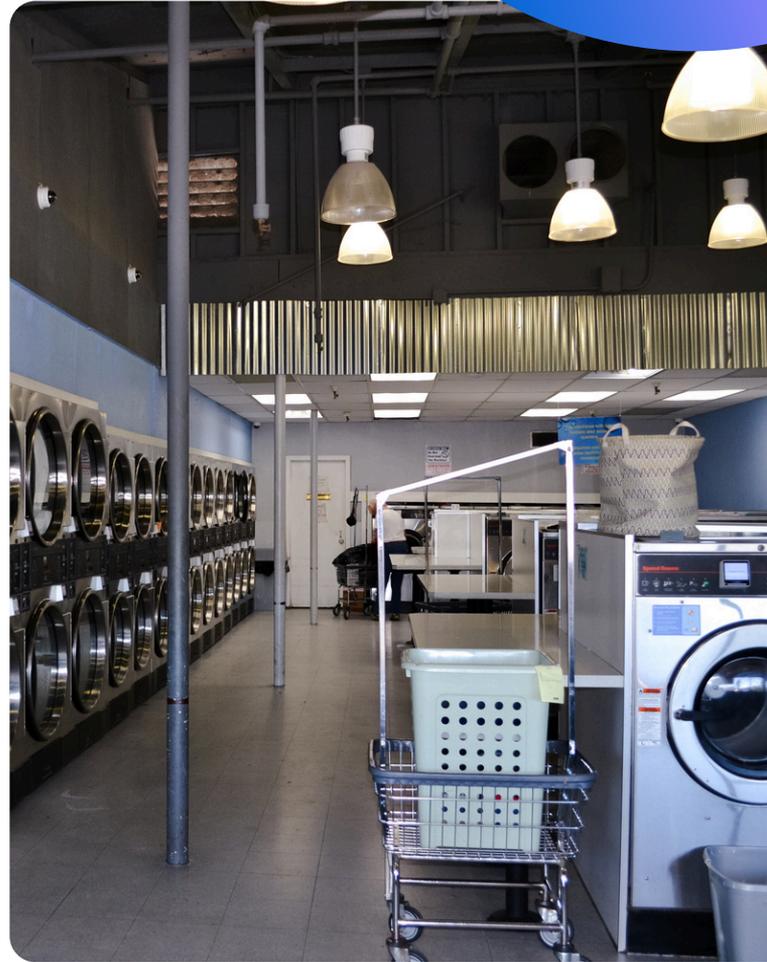
cents



# The 2025 Laundromat Outlook Essential Trends Reshaping Your Business

The laundromat industry stands at a pivotal moment in 2025, with emerging technologies and shifting consumer behaviors driving the transformation. Laundromat owners must embrace these changes to stay competitive, maximize efficiency, and improve the customer experience. **We'll explore six essential trends shaping the future of laundromats—from AI-powered automation and updated payment solutions to subscription models and sustainability initiatives.**

This piece examines these innovations and actionable insights on modernizing your business to enhance operational efficiency, improve customer experience, drive business growth, and ultimately stay ahead.



# 1. Payment Technology: Elevating the Customer Experience

We've seen the shift in digital payments everywhere we go. Consumers rarely carry cash, paying by card, mobile apps, and other contactless methods like tap-to-pay. And now, advanced payment technology has found its way into the laundry industry, revolutionizing the customer experience.

Now, you don't want to eliminate cash options entirely; otherwise, you risk losing customers who use them. While mobile payment laundry options and contactless laundry payments are gaining popularity, it's crucial not to alienate customers who still rely on cash. Owners will want to invest in technology that accepts every form of payment. This way, you're not ostracizing your existing cash customers and drawing in new ones who want the modernized payment options. You're offering them the same quality of service as non-banking customers.

Good [digital payment technology](#) will help you get to know all your customers regardless of their pay. It offers multiple payment options and consolidates and centralizes your data without limiting your customers' options. It will track behavior trends, lifetime value, cost to keep them, and more, building a more one-on-one relationship with your business and each customer.

All in all, you're elevating the experience of all customers, no matter the income. You're not losing customers, and the technology in your store will help bring in new customers, helping your business grow.

## Benefits of Upgrading Your Payment Technology

As payment methods change across every industry, businesses that support multiple options will retain more customers. Cashless or contactless payments speed up transactions, reduce security risks, and improve customer satisfaction. With smart technology that provides these options and integrates with a system, you'll get more than just more customers. You get valuable insights about your customers and data that can help determine the optimal machine pricing, promotion strategy, and strategic reinvestments in your business.



## Laundroworks Powered by Cents Proven Payment System Technology

One prime example of digital payment technology that equally supports your business is [Laundroworks](#) proven payment system technologies. Laundroworks integrates with all commercially available machine types, works with or without internet connectivity, and accepts all forms of payment (cash, card, EBT, and more).



### Value Add Center (VAC):

All-in-one solution for modern laundry payments



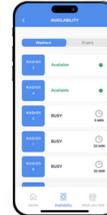
### Laundroportal:

Monitor and control your entire laundry ecosystem with secure payment processing, real-time insights and remote management.



### Card Readers:

Contactless payment system



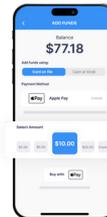
### Mobile App for Attendants:

Advanced on-floor management



### Loyalty Cards:

Stored-value cards



### Mobile App for Customers:

Enhancing customer experiences

## 2. Utilizing AI Technology: Your Unpaid Partner



AI technology is another hot topic, and you might not realize how AI-powered software is finding its way into the laundromat industry. While we may not have robots that can do your wash and fold orders (yet), AI is already transforming laundromat operations, helping business owners automate processes, optimize efficiency, and enhance customer experiences.

Talk of AI can be intimidating, but AI-driven tools are not here to replace human oversight. Instead, they are powerful enhancements that allow laundromat owners to scale their businesses efficiently. Think of AI as an [extra team member](#)—one that works 24/7, never calls in sick, and doesn't require a salary.

AI and data can be scary, but they are not solutions; they're augmentation and tools to support the way you want to operate. It can stand in as a business partner or another manager—another unit of labor that doesn't need a salary but still learns and knows your business.

- Alex Jekowsky, CEO at Cents



## AI-Powered Enhancements in Laundromats

AI technology is already powering business management systems, making daily operations smoother and more efficient. But what does this look like in practice?

- **Predictive Maintenance & Machine Monitoring:** AI-enabled software can detect early warning signs of machine failures, alerting owners before issues arise. This means fewer breakdowns, reduced downtime, and lower repair costs.
- **Dynamic Pricing Models:** AI can analyze real-time machine demand and peak usage hours, adjusting machine pricing automatically to maximize revenue while maintaining customer satisfaction.
- **Automated Inventory Management:** AI can track detergent, dryer sheets, and supply levels, notifying owners when stock is running low and even automating reordering to prevent shortages.
- **AI-Driven Workforce Optimization:** AI can analyze customer traffic patterns and staff schedules to ensure optimal labor efficiency, reducing unnecessary payroll expenses.

## AI in Customer Engagement and Marketing

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AI is also revolutionizing how laundromats engage with customers, offering tools that improve communication and loyalty while requiring minimal owner intervention.

- **Personalized Marketing & Promotions:** AI can analyze customer purchase behavior and send targeted promotions, discounts, or reminders to encourage repeat visits.
- **Automated Loyalty Programs:** AI tracks customer spending and rewards frequent visitors with perks, encouraging long-term engagement.
- **Real-Time Chatbot Assistance:** AI-powered chatbots provide instant answers to customer inquiries, such as machine availability, order status, and business hours, reducing the need for staff intervention.

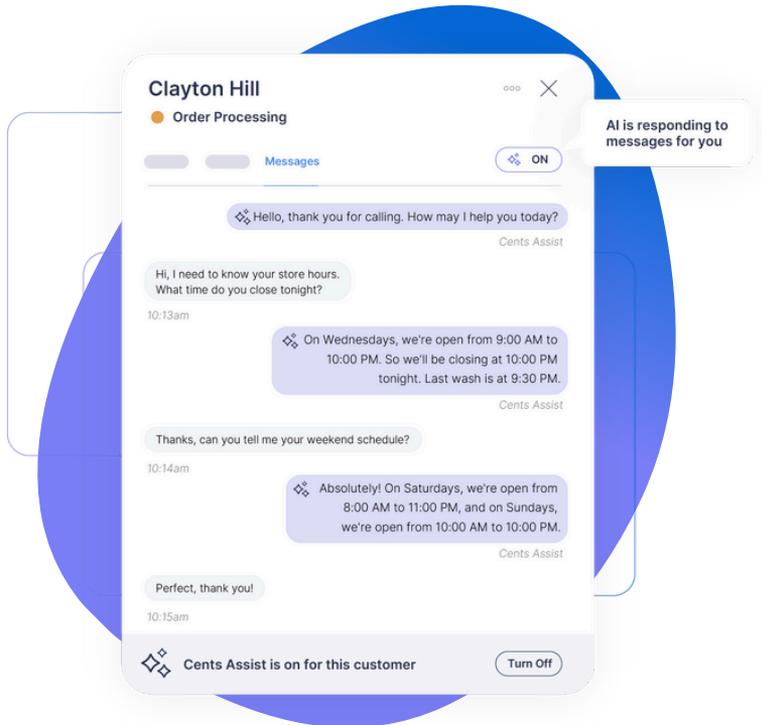
## Business Benefits of AI-Driven Operations

Many of these tasks typically require hands-on management or additional employees. AI allows laundromat owners to automate essential processes, streamline remote monitoring, and gain real-time insights while improving service quality and reducing operational costs. This is especially valuable for multi-store operators who need a scalable way to oversee multiple locations without being physically present at each one.

## Introducing Cents Assist Customer Call Center

[Cents Assist](#) is the industry's first AI-enhanced call center explicitly built for laundromat businesses. It combines expert human knowledge with AI-powered efficiency, fully integrating with your CRM and all Cents and Laundroworks solutions. With Cents Assist, laundromat owners can:

- **Handle high call and text volumes automatically**, ensuring quick and efficient responses to customer inquiries.
- **Provide instant answers to FAQs**, such as machine availability, pricing, and order status, reducing staff workload.
- **Process orders via phone and SMS**, offering a seamless customer experience.
- **Escalate complex issues to human agents** during business hours when needed.
- **Reduce staff burden** by eliminating the need for employees to answer phones—preventing missed calls, maintaining professionalism, and overcoming language barriers.
- **Offer 24/7 bilingual customer support** (English, Spanish & more!), ensuring no language barriers for customers.



By offloading routine customer interactions, Cents Assist reduces in-store call volume, freeing your staff to focus on running the business efficiently. Whether you operate a single laundromat or a growing network of stores, AI-powered solutions like Cents Assist are making it easier than ever to scale operations, boost customer satisfaction, and drive profitability.

### 3. Subscription Services: Bringing in Recurring Revenue

Across all Americans, [86% pay for at least one streaming service](#), while [62% of Americans have a retail subscription](#).

Subscription-based business models are reshaping consumer expectations across industries, fostering expectations of convenience, consistency, and value. Laundromats can leverage this trend by offering subscription plans for wash-and-fold or even self-service customers, creating a steady, predictable revenue stream while enhancing customer retention.



Historically, implementing a subscription model in the laundry industry was challenging due to the lack of an efficient platform to manage such offerings. However, advancements in technology have changed the game. Now, specialized platforms within and outside the industry enable laundromat owners to launch subscription programs while maintaining strong profit margins. From a business perspective, it's a proven model—industries like home cleaning services, meal kit deliveries, and car washes have thrived on subscriptions, increasing customer lifetime value and fostering consistent, repeat business.

For laundromats, subscriptions can be tailored to customer needs, offering weekly or monthly plans based on bag weight, number of visits, or frequency of [wash-and-fold services](#). Instead of customers making one-off payments, they commit to a recurring plan that offers cost savings and convenience. A business management system can automate the entire process—billing, scheduling, customer reminders, and even tracking customer usage patterns to offer personalized incentives or promotions.



## Benefits of Laundry Subscription Services

- **Recurring Revenue & Predictability:** Subscription plans create a stable, predictable income stream, making financial planning easier and providing a cushion during slower business periods. This revenue model also makes laundromats more attractive to potential buyers by increasing business valuation.
- **Higher Customer Retention & Loyalty:** By eliminating the need for customers to repeatedly make purchasing decisions, subscriptions encourage long-term loyalty and reduce churn. Customers are more likely to stick with a service they've already paid for.
- **Reduced Marketing Costs:** With a subscription model, laundromats spend less on customer re-engagement and retention efforts. Instead of constantly investing in new promotions or discounts to bring customers back, they already have a built-in customer base with automated recurring payments.
- **Operational Efficiency:** Knowing in advance how much laundry volume to expect helps laundromat owners better allocate resources, manage staffing, and optimize machine usage. This means less downtime, improved workflow, and better customer service.
- **Customization for Different Customer Segments:** Subscription plans can be tailored to various demographics, including busy professionals who need weekly wash-and-fold services, college students looking for convenience, families who require bulk laundry services, or businesses needing regular linen cleaning.



## 4. Drive for Multi-Store Ownership: Expansion & Exit

More laundromat operators are expanding into multi-store ownership, looking to scale quickly in competitive markets. Whether you're an operator eager to grow your footprint or a long-time owner considering an exit strategy, understanding the current market dynamics can help you make informed decisions. The laundromat industry is evolving rapidly, and both expansion and exit opportunities have never been more appealing.

### Growth Strategies for Laundry Expansion

Growing your business is an exciting venture, but you need the right tools, insights, and strategies to ensure success. Expansion isn't just about opening new stores—it's about sustainable scaling, operational efficiency, and maximizing profitability across multiple locations.

- **Market Research:** Understanding the market you're entering is crucial. Assess factors such as local demographics, population density, competition, and demand for additional services like wash-and-fold or pickup and delivery. A well-researched expansion strategy ensures that your investment aligns with customer needs and market trends.

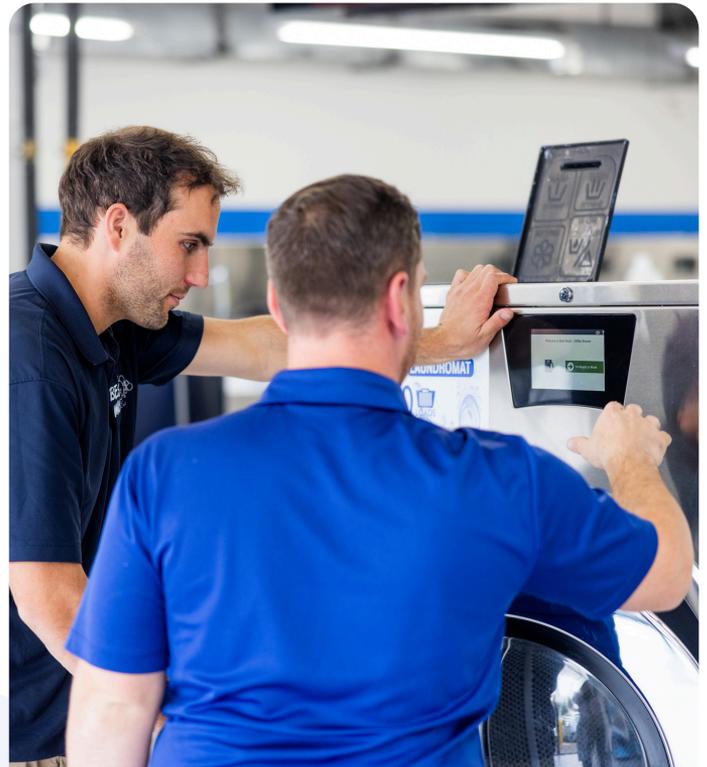
- **Funding Options:** Industry-specific financing has made laundromat expansion more accessible than ever. Whether through traditional bank loans, SBA funding, private investors, or laundromat-focused lenders, there are more opportunities than ever to secure capital from those who understand the nuances of the industry.
- **Laundromat Technology:** Technology is crucial to expansion. Managing multiple locations—especially if they are in different cities or states—requires advanced laundry business software. Remote monitoring tools, financial reporting, real-time machine performance tracking, and automated customer engagement ensure smooth operations across all locations without requiring constant on-site supervision.
- **AI-Powered Operations:** Another way to streamline your operations to grow your business is to invest in tools that also have AI capabilities. As a growing trend, this will alleviate the responsibilities on your shoulders as an operator without having to hire the headcount before you can provide a stable salary or find the right person to help manage a location.
- **Franchising & Partnerships:** Some laundromat owners looking to expand rapidly explore franchising opportunities or partnerships with local investors. This strategy can accelerate growth while mitigating financial risk.

## Exit Strategies for Laundromat Owners

If you're considering selling your laundromat—whether tomorrow or five years from now—there are proactive steps you can take today to maximize its value. Buyers are looking for laundromats with strong financials, modern technology, and efficient operations. Preparing in advance ensures that you command top dollar when the time comes to exit.

- **Investment in technology [increases valuation](#).** Tech-enabled laundromats command higher prices in the market. Buyers value operations that are already modernized with smart payment systems, automated workflows, and AI-powered customer engagement. These features reduce the effort needed for a new owner to transition seamlessly into managing the business.
- **Digital records and analytics make a laundromat more attractive to buyers.** Potential buyers will want a clear picture of your laundromat's financial and operational health. A robust laundromat management system that tracks revenue, customer trends, seasonal fluctuations, machine efficiency, utility costs, and profit margins makes your business more appealing. Buyers want transparency and easily accessible data to make informed investment decisions.

- **Optimize for profitability before selling.** Even if you plan to exit years down the line, optimizing pricing, reducing overhead, and streamlining operations now will make your laundromat more profitable and attractive to buyers. A laundromat with steady revenue growth and low operational costs will always command a higher sale price.



## 5. Demand for Vendor Transparency: Seeking Better Business Relationships

Another trend rising in the laundromat industry is the need for transparency between businesses. The more operators are tuning into their business health, the more they want to know how each vendor they work with is helping their business grow. Owners are starting to increasingly demand transparency from vendors regarding pricing, contract terms, and service quality. Is what vendors are pushing for owners to do actually good for the owner, for the vendor, or for both?

The push for vendor accountability comes from a strategic approach. It ensures laundromats receive fair pricing and reliable support, especially from other businesses they want to form relationships with.



So what does vendor transparency look like and how do you find that with your own vendors?

- Equipment reliability and service guarantees
- Clear, upfront pricing and no hidden fees
- Proactive support and transparent maintenance agreements
- Technology solutions that align with laundromat owners' interests

Lean on your peers and other industry experts who have been in your shoes and navigated this approach in the past. They may have insight into vendors that have unfair practices so you can either be on the lookout or reassess the agreements you have in place. An enhanced business tracking system can also help you monitor machine efficiency, inventory management, and monitor the health of your business so if things are not working as they should, you can contact the vendors to ask about the discrepancy.

## 6. Sustainability & Green Energy: Commercializing Eco-Friendly Practices

Sustainability is no longer a “nice-to-have”—it’s a business imperative. Laundromats can differentiate themselves by [adopting eco-friendly practices](#) that attract environmentally conscious customers while reducing operational costs. While high-efficiency washers and dryers might be the first thing that pops into your mind, there are more affordable ways to adapt sustainable, green practices without having to replace all the machines in your store. Implementing eco-friendly initiatives can not only reduce your carbon footprint but also drive customer loyalty and long-term profitability.

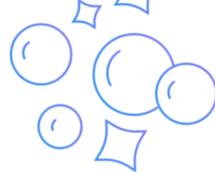
### Green Initiatives for Your Laundromat

- **High-efficiency washers and dryers** that minimize energy and water usage, significantly cutting down utility costs.
- **Cold-wash cycle promotions** that encourage customers to save energy while maintaining effective cleaning performance.
- **Eco-friendly detergents and biodegradable packaging** that reduce chemical pollution and landfill waste.
- Incentives for reusable laundry bags and plastic-free operations to decrease single-use plastic consumption.
- [Leveraging vehicles on the road](#) for wash-dry-fold deliveries instead of maintaining a dedicated fleet, reducing emissions and fuel costs.

### Business Benefits of Going Green

Not only are there various immediate monetary benefits, but there are also long-term advantages that you can utilize within your business model. By integrating sustainable solutions, laundromat owners can enhance their profitability.

- **Government tax credits and rebates** for sustainable upgrades lead to significant cost savings and increased ROI on eco-friendly investments.
- **Lower operational costs** through reduced utility consumption, improved energy efficiency, and the cost-effectiveness of using shared delivery networks instead of running a personal fleet.
- **Marketing advantages** position your laundromat as an eco-conscious brand, appealing to environmentally aware consumers who actively seek businesses with sustainable practices.
- **Partnership opportunities** with green advocacy groups and sustainability-focused organizations, opening doors to grant programs, promotional support, and additional business exposure.



## Do More with Less

The laundromat industry in 2025 will be defined by **smart laundromat operations**. Owners who embrace trends like digital payment solutions and sustainability efforts will position themselves for long-term success and resilience in an evolving market.

With [Cents](#), you can scale your laundromat business effectively: manage multiple stores, track machine activity, oversee operations remotely, optimize workflows with fewer employees, and simplify marketing. Cents' powerful AI assistant and automation tools streamline customer interactions and provide deep insights, allowing you to run a more efficient and profitable laundromat.

[Schedule a demo](#) today to hit the ground running for 2025 and maximize your business potential.