



Vacuum Cleaners in the Netherlands

December 2023

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Vacuum Cleaners in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales decline, as inflation and previous purchases impact growth
A variety of price points helps robotic vacuum cleaners grow in 2023
Average unit prices in vacuum cleaners rise, driving retail value sales

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Improving economic conditions drive growth of premium products
Robotic vacuum cleaners continue to grow, but at a slower rate
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