



Euromonitor
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Vacuum Cleaners in the Philippines

December 2024

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Vacuum Cleaners in the Philippines - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stick vacuum cleaners records the highest growth in consumer appliances

Robotic vacuum cleaners experiences rapid expansion in 2024

Deerma retains a strong lead in standard vacuum cleaners, while Xiaomi remains the go-to option for robotic vacuum cleaners

PROSPECTS AND OPPORTUNITIES

Stick vacuum cleaners and robotic vacuum cleaners to see continued strong expansion over the forecast period

Demand for innovation and all-in-one products amongst higher income households will drive growth

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