



Vacuum Cleaners in Thailand

December 2023

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Vacuum Cleaners in Thailand - Category analysis

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2023 DEVELOPMENTS

Busy lifestyles and rising health concerns fuel demand for vacuum cleaners

Smaller living spaces and increased hygiene concerns influence consumer purchasing decisions in 2023

Stick vacuum cleaners on the rise with Xiaomi leading the charge

PROSPECTS AND OPPORTUNITIES

Wet and dry stick vacuum cleaners likely to prove increasingly popular thanks to their convenience and adaptability

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