



Vacuum Cleaners in Greece

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shift to more premium models
- Robotic vacuum cleaners see premiumisation
- Stick vacuum cleaners continue to gain visibility and momentum

PROSPECTS AND OPPORTUNITIES

- Stick vacuum cleaners to continue to see higher penetration and push value sales
- Incorporation of wet/mopping functions to boost the appeal of robotic vacuum cleaners
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