



Vacuum Cleaners in Greece

December 2023

Table of Contents

Vacuum Cleaners in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cylinder vacuum cleaners dominate sales, thought to provide thorough cleaning
Robotic vacuum cleaners have low penetration but strong retail volume growth
Stick vacuum cleaners drive growth, with consumers appreciating ease of use

PROSPECTS AND OPPORTUNITIES

Maturity to challenge growth of cylinder vacuum cleaners across the forecast period
Convenience and ease drives growth of stick and robotic vacuum cleaners
Wet vacuum cleaners to see an increase in sales as awareness rises

CATEGORY DATA

- Table 1 - Sales of Vacuum Cleaners by Category: Volume 2018-2023
- Table 2 - Sales of Vacuum Cleaners by Category: Value 2018-2023
- Table 3 - Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023
- Table 5 - Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2019-2023
- Table 6 - NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023
- Table 7 - LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023
- Table 8 - Distribution of Vacuum Cleaners by Format: % Volume 2018-2023
- Table 9 - Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028
- Table 10 - Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028
- Table 11 - Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028

Consumer Appliances in Greece - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

- Table 13 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
- Table 14 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

- Table 15 - Sales of Consumer Appliances by Category: Volume 2018-2023
- Table 16 - Sales of Consumer Appliances by Category: Value 2018-2023
- Table 17 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
- Table 18 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023
- Table 19 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
- Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
- Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
- Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
- Table 23 - Sales of Small Appliances by Category: Volume 2018-2023
- Table 24 - Sales of Small Appliances by Category: Value 2018-2023
- Table 25 - Sales of Small Appliances by Category: % Volume Growth 2018-2023
- Table 26 - Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 27 - NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 28 - LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 29 - NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 30 - LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 31 - Distribution of Major Appliances by Format: % Volume 2018-2023
Table 32 - Distribution of Small Appliances by Format: % Volume 2018-2023
Table 33 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 34 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 35 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 36 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 37 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 41 - Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 42 - Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 43 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 44 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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