



# Vacuum Cleaners in South Africa

December 2023

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## Vacuum Cleaners in South Africa - Category analysis

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Changing consumer lifestyles influence demand for vacuum cleaners  
South Africans increasingly attracted to robotic vacuum cleaners  
Pre-sales support key to pushing volume sales

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Robotic vacuum cleaners expected to gain popularity over the forecast period  
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Changing lifestyles in South Africa influence demand for consumer appliances  
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