



# Vacuum Cleaners in South Africa

December 2024

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Stronger growth for vacuum cleaners driven by consumer lifestyles and health and wellness shifts  
Competitive landscape in South Africa largely consists of three brands  
Xiaomi launches new smart robotic vacuums in South Africa amid rising demand

#### PROSPECTS AND OPPORTUNITIES

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In-store sales support to help boost demand for certain brands  
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