



# Vacuum Cleaners in France

December 2023

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## Vacuum Cleaners in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Traditional models see decline after strong sales during the pandemic  
Robots, sticks and wet and dry models see growth  
SEB Groupe is the largest company, while Dyson is the leading brand

#### PROSPECTS AND OPPORTUNITIES

Further growth for robotic vacuum cleaners, stick models and wet and dry options  
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Appliances and electronics specialists and e-commerce to be important channels

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