



Vacuum Cleaners in Saudi Arabia

December 2023

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Vacuum Cleaners in Saudi Arabia - Category analysis

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2023 DEVELOPMENTS

Robotic vacuum cleaners start to gain significance in the Kingdom
Dyson brings a physical presence in Saudi Arabia via popup stores
New launches promote cordless vacuum cleaners

PROSPECTS AND OPPORTUNITIES

Dyson set for further brand growth over the forecast period
Convenient-to-use and lightweight models set to drive sales in the forecast period
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