



# Vacuum Cleaners in Austria

January 2024

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## Vacuum Cleaners in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Vacuum cleaners decline as consumers shift spending from goods to services  
The shift towards battery-operated vacuum cleaners slows down in 2023  
Strong innovations from Dyson allows the player to retain its lead in the landscape

#### PROSPECTS AND OPPORTUNITIES

Slight growth in consumer demand, driven by stick vacuum cleaners  
Consumers invest more in stick vacuum cleaners to ensure a quality outcome  
Samsung aims to increase its role in vacuum cleaners significantly

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