



# Vacuum Cleaners in Egypt

December 2023

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## Vacuum Cleaners in Egypt - Category analysis

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#### 2023 DEVELOPMENTS

Vacuum cleaners enjoy solid growth led by cylinder cleaners

Robotic vacuum cleaners face shortages

Toshiba continues to lead the category

#### PROSPECTS AND OPPORTUNITIES

Cylindrical vacuum cleaners predicted to achieve positive growth

E-commerce channel to grow in importance

Demand for robotic and stick vacuum cleaners will remain very limited due to their high pricing

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