



# Vacuum Cleaners in India

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth of vacuum cleaners driven by time-pressed consumers seeking convenient cleaning options
- Brands enhance their focus on wet and dry format to better cater for Indian households
- Smart robotic vacuum cleaners attract greater consumer interest in India

PROSPECTS AND OPPORTUNITIES

- Despite e-commerce’s strength, appliances and electronics specialists will become increasingly important to driving future sales
- Competitive landscape to further intensify with expanding distribution, greater emphasis on entry price points, and increasing consumer awareness
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Consumer Appliances in India - Industry Overview

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