



Vacuum Cleaners in the US

November 2023

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Vacuum Cleaners in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

After significant pandemic-driven growth, a return to normality
Expansion of wet-dry options to provide time and space efficiency
Manufacturers continue to cater to pet owners

PROSPECTS AND OPPORTUNITIES

Robotic vacuum cleaners projected to see strong growth thanks to lower prices
Highly competitive space, with room for innovation and new entrants
Less time at home a potential driver for multifunctional and robotic vacuum cleaners

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