



Euromonitor
International

Vacuum Cleaners in Germany

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Vacuum cleaners characterised by boom in handheld and stick models

Smaller brands gain share in standard category, whilst robotic models are dominated by leading brands

Offline stores preferred for in-person evaluation while popular players increasingly focus on their on e-commerce stores

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Floor types play an important role in demand for vacuum cleaners

Innovation that increases convenience set to drive development

Sustainability, energy efficiency and the "right to repair"

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