

Vacuum Cleaners in Australia

January 2025

Table of Contents

Vacuum Cleaners in Australia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Al and smart feature integration within vacuum cleaners

Consumers increasingly demand hands-free and self-cleaning technology

The rising appeal of multifunctional wet and dry vacuum cleaners

PROSPECTS AND OPPORTUNITIES

Future demand for high-performance but affordable models

Customisation and connectivity to increasingly feature in new models

Space-saving and cordless solutions for greater convenience

CATEGORY DATA

- Table 1 Sales of Vacuum Cleaners by Category: Volume 2019-2024
- Table 2 Sales of Vacuum Cleaners by Category: Value 2019-2024
- Table 3 Sales of Vacuum Cleaners by Category: % Volume Growth 2019-2024
- Table 4 Sales of Vacuum Cleaners by Category: % Value Growth 2019-2024
- Table 5 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2020-2024
- Table 6 NBO Company Shares of Vacuum Cleaners: % Volume 2020-2024
- Table 7 LBN Brand Shares of Vacuum Cleaners: % Volume 2021-2024
- Table 8 Distribution of Vacuum Cleaners by Format: % Volume 2019-2024
- Table 9 Forecast Sales of Vacuum Cleaners by Category: Volume 2024-2029
- Table 10 Forecast Sales of Vacuum Cleaners by Category: Value 2024-2029
- Table 11 Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029
- Table 12 Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2024-2029

Consumer Appliances in Australia - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

- Table 13 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
- Table 14 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

- Table 15 Sales of Consumer Appliances by Category: Volume 2019-2024
- Table 16 Sales of Consumer Appliances by Category: Value 2019-2024
- Table 17 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
- Table 18 Sales of Consumer Appliances by Category: % Value Growth 2019-2024
- Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
- Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
- Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
- Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
- Table 23 Sales of Small Appliances by Category: Volume 2019-2024
- Table 24 Sales of Small Appliances by Category: Value 2019-2024
- Table 25 Sales of Small Appliances by Category: % Volume Growth 2019-2024
- Table 26 Sales of Small Appliances by Category: % Value Growth 2019-2024

- Table 27 NBO Company Shares of Major Appliances: % Volume 2020-2024
- Table 28 LBN Brand Shares of Major Appliances: % Volume 2021-2024
- Table 29 NBO Company Shares of Small Appliances: % Volume 2020-2024
- Table 30 LBN Brand Shares of Small Appliances: % Volume 2021-2024
- Table 31 Distribution of Major Appliances by Format: % Volume 2019-2024
- Table 32 Distribution of Small Appliances by Format: % Volume 2019-2024
- Table 33 Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
- Table 34 Forecast Sales of Consumer Appliances by Category: Value 2024-2029
- Table 35 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
- Table 36 Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
- Table 37 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
- Table 38 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
- Table 39 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
- Table 40 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
- Table 41 Forecast Sales of Small Appliances by Category: Volume 2024-2029
- Table 42 Forecast Sales of Small Appliances by Category: Value 2024-2029
- Table 43 Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
- Table 44 Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/vacuum-cleaners-in-australia/report.