

# Vacuum Cleaners in Hungary

January 2025

Table of Contents

#### Vacuum Cleaners in Hungary - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Declining demand for cylinder vacuum cleaners Strong demand for convenience Robotic vacuum cleaners returns to growth

# PROSPECTS AND OPPORTUNITIES

Decline of cylinder and stick models to constrain category performance Further expansion of robotic vacuum cleaners expected Limited potential for the development of steam vacuum cleaners

#### 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: % Volume Growth 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 Hungary - 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-hungary/report.