



# Vacuum Cleaners in Italy

December 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Cash-strapped Italians revert to the mop and broom

Sales impacted by consumers returning to the workplace, but some categories continue to grow despite the challenges facing the market

Samsung launches new Jet Bot AI+

### PROSPECTS AND OPPORTUNITIES

Stick vacuum cleaners set to continue growing, backed by suitability for pet owners, energy efficiency, and a growing range of options

Hisense expected to gain share as robotic vacuum cleaners continue attract a growing audience

Consumers expected to look for lightweight, convenient and energy efficient vacuum cleaners

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