

Global Household Vacuum Cleaners Market Size Study, by Product (Canister, Central, Robotic, Drum, Upright, Wet & Dry), Distribution Channel (Online, Offline), Power Source (Corded, Cordless), and Regional Forecasts 2022-2032

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Abstracts

The Global Household Vacuum Cleaners Market, valued at USD 6.57 billion in 2023, is poised for remarkable expansion, projected to grow at a CAGR of 10.8% from 2024 to 2032. This surge in market growth is attributed to the increasing consumer preference for smart, automated, and energy-efficient cleaning solutions. The rising integration of AI, IoT, and sensor-based navigation technologies in robotic vacuum cleaners is revolutionizing home cleaning by providing hassle-free, automated cleaning experiences. Furthermore, with the accelerating adoption of smart homes and a growing inclination toward hands-free cleaning solutions, the industry is witnessing an unprecedented transformation.

Advancements in cordless and bagless vacuum cleaners, coupled with strong demand for high-power suction devices with HEPA filtration, are driving market penetration. Additionally, the increased focus on hygiene and cleanliness, particularly after the COVID-19 pandemic, has spurred demand for efficient and time-saving cleaning appliances. Manufacturers are investing heavily in robotic and AI-driven vacuum technologies, integrating Wi-Fi connectivity, voice control compatibility, and mobile app integration to enhance consumer convenience. Moreover, eco-friendly and energy-efficient vacuum cleaners, utilizing low-noise and battery-optimized motors, are attracting environmentally conscious consumers.

Despite the positive outlook, the market faces notable challenges. High initial costs of robotic and premium vacuum cleaners, coupled with short battery life and expensive

maintenance, could hinder mass adoption. Additionally, compatibility issues with smart home ecosystems and performance limitations on different flooring surfaces may restrain growth. However, companies are countering these limitations by introducing cost-effective variants, offering subscription-based maintenance services, and innovating multi-functional hybrid models that work across various floor types.

From a regional perspective, North America dominates the market, driven by high consumer purchasing power and strong adoption of smart home appliances. The United States, in particular, is leading due to the prevalence of advanced home automation and the increasing popularity of robotic vacuums. Europe follows closely, with countries such as Germany, the UK, and France showcasing rising demand for energy-efficient and compact vacuum solutions. Meanwhile, the Asia-Pacific region is set to witness the fastest growth, fueled by rapid urbanization, an expanding middle class, and increased awareness of home hygiene in China, India, and Japan. Latin America and the Middle East & Africa are also experiencing steady growth, largely driven by affordable vacuum cleaner models catering to price-sensitive consumers.

Major Market Players Included in This Report:

Dyson Ltd.

iRobot Corporation

Ecovacs Robotics

LG Electronics Inc.

Samsung Electronics Co., Ltd.

SharkNinja Operating LLC

Miele & Cie. KG

Panasonic Corporation

Bissell Inc.

Haier Group Corporation

Eureka Forbes Ltd.

Hoover Inc.

Royal Appliance International

Philips Domestic Appliances

Roborock Technology Co., Ltd.

The Detailed Segments and Sub-Segments of the Market Are Explained Below:

By Product:

Canister

Central

Robotic

Drum

Upright

Wet & Dry

By Distribution Channel:

Online

Offline

By Power Source:

Corded

Cordless

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecasts for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

In-depth analysis of geographical trends, including country-specific insights.

Comprehensive competitive landscape, profiling major players and emerging disruptors.

Strategic business recommendations to capitalize on industry trends.

Supply-side and demand-side analysis, offering a holistic market perspective.

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