

Global Stick Vacuum Cleaner Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Stick Vacuum Cleaner market size will reach 19,358 Million USD in 2025 and is projected to reach 24,579 Million USD by 2032, with a CAGR of 3.47% (2025-2032). Notably, the China Stick Vacuum Cleaner market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

A stick vacuum cleaner is a lightweight and compact type of vacuum cleaner that is designed for quick and convenient cleaning tasks. It typically consists of a slender wand or stick-like body with a motorized suction head attached at one end. Stick vacuum cleaners are cordless and battery-powered, allowing for easy maneuverability and freedom of movement without being restricted by power cords. They are suitable for cleaning hard floors, carpets, and above-floor surfaces such as upholstery, curtains, and stairs. Some stick vacuum models also feature detachable handheld units or accessories for versatile cleaning options. Stick vacuum cleaners are popular for their portability, ease of use, and ability to quickly clean smaller areas or tight spaces where larger vacuum cleaners may be cumbersome. They are ideal for use in apartments, small homes, and for quick touch-ups between regular cleaning sessions.

The major global manufacturers of Stick Vacuum Cleaner include Dyson, TTI, Electrolux, Shark, Bissell, Groupe SEB, Ecovacs Robotics (Tineco), Karcher International, Samsung Electronics, Bosch, LG Corporation, Midea, Miele, Philips, Black

and Decker, Panasonic, Kingclean, Deerma, Roborock, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Stick Vacuum Cleaner. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Stick Vacuum Cleaner market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Stick Vacuum Cleaner market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Stick Vacuum Cleaner industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Stick Vacuum Cleaner Include:

Dyson

TTI

Electrolux

Shark

Bissell

Groupe SEB

Ecovacs Robotics (Tineco)

Karcher International

Samsung Electronics

Bosch

LG Corporation

Midea

Miele

Philips

Black and Decker

Panasonic

Kingclean

Deerma

Roborock

Stick Vacuum Cleaner Product Segment Include:

Cordless Vacuum Cleaner

Electric Vacuum Cleaner

Stick Vacuum Cleaner Product Application Include:

Home Use

Commercial Use

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