

Household Vacuum Cleaners Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

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Abstracts

The Global Household Vacuum Cleaners Market was valued at USD 24.8 billion in 2023 and is expected to register a 5.8% CAGR from 2024 to 2032, owing to increased focus on health and hygiene, coupled with rising disposable income. As consumers become more aware of the importance of maintaining clean living environments to prevent allergens and pollutants, the demand for efficient vacuum cleaners grows. Also, higher disposable incomes allow consumers to invest in advanced cleaning technologies, including robotic and high-efficiency models. This combination of health consciousness and enhanced purchasing power is propelling market growth, leading to increased sales of various vacuum cleaner types.

The household vacuum cleaners industry is classified based on product type, distribution channel, and region. The cordless segment achieved USD 7.5 billion in 2023 and will grow at a 7.2% CAGR through 2032 due to consumer preferences for convenience and ease of use. Cordless vacuum cleaners eliminate the hassle of tangled cords and limited mobility, allowing users to clean effortlessly in various spaces. Moreover, advancements in battery technology have enhanced their suction power and runtime, making them more efficient for everyday cleaning tasks.

As consumers increasingly seek flexible and portable cleaning solutions, the cordless segment will see ample growth and market dominance. The online segment captured a 58.2% share in 2023 and will exhibit a 4.4% CAGR through 2032, fueled by the growing trend of e-commerce and shifting consumer shopping habits. Online platforms provide consumers with convenient access to a wide range of vacuum cleaner options, detailed product information, and customer reviews, facilitating informed purchasing decisions. Additionally, the ease of comparing prices and the availability of exclusive online deals further attract consumers.

As more individuals turn to digital shopping for their household needs, the online

segment will experience sizable market share expansion. Asia Pacific household vacuum cleaners market accumulated USD 9.8 billion in 2023 and will depict a 6% CAGR from 2024 to 2032, driven by rapid urbanization and increasing disposable incomes among consumers. The growing middle-class population is leading to higher demand for household appliances, including vacuum cleaners, as consumers prioritize convenience and cleanliness. Besides, rising awareness of health and hygiene further fuels the market growth. With significant advancements in technology and a wide variety of product offerings, the Asia Pacific will stand as a primary contributor to the global household vacuum cleaners industry.

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