

Research Report on Southeast Asia Sweeping Robot Industry 2023-2032

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Abstracts

A sweeping robot is an intelligent cleaning appliance that relies on artificial intelligence to automatically complete floor cleaning in a room. The robot is equipped with a vacuum device with dust collection facilities, which sucks up the floor debris into its own waste storage box and controls the walking path through the body's built-in microprocessor to complete the function of floor cleaning. Sweeping robots are mainly used in home space and office space.

Sweeping robots were first popular in developed countries such as Europe and the US, and then gradually spread to other countries. According to CRI's analysis, with the development of Southeast Asia's economy, the size of the middle class has expanded, residents have become more educated, and more and more Southeast Asian women have entered the workplace from their families, and the demand for intelligent cleaning appliances such as sweeping robots has risen. Sweeping robot brands in Southeast Asian countries are mainly foreign brands, mainly from China, South Korea, Germany and the U.S. Xiaomi, Coors and Samsung are the main leaders of the sweeping robot market in Southeast Asia. Coors' brand marketing campaign in Vietnam focuses on housewives and modern women, with over 64% of Vietnamese women interested in the topic.

Southeast Asia has cheap labor and lower production costs, taking over the global industrial chain transfer. According to CRI's analysis, some companies have already set up sweeping robot manufacturing plants in Southeast Asia, such as Fujia, a Chinese cleaning appliance ODM OEM company, mainly engaged in vacuum cleaners, sweeping robots and other home appliances. In 2021, Fujia's production base in Vietnam went into operation and doubled its production capacity in 2022.

Southeast Asia in this report includes 10 countries: Singapore, Thailand, Philippines, Malaysia, Indonesia, Vietnam, Myanmar, Brunei, Laos and Cambodia. With a total population of nearly 700 million by the end of 2022, Southeast Asia has an overall economic growth rate higher than the global average and is one of the key drivers of future global economic growth.

According to CRI's analysis, the economic levels of the 10 Southeast Asian countries vary greatly, with Singapore being the only developed country with a per capita GDP of about US\$79,000 in 2022. While Myanmar and Cambodia will have a GDP per capita of less than US\$2,000 in 2022. The population and minimum wage levels of each country also vary greatly. Brunei, which has the smallest population, will have a total population of less than 500,000 people in 2022, while Indonesia, which has the largest population, will have a population of about 280 million people in 2022.

CRI expects the Southeast Asian sweeping robot industry to continue to grow from 2023-2032.

Topics covered:

Southeast Asia Sweeping Robot Industry Status and Major Sources in 2018-2022

What is the Impact of COVID-19 on Southeast Asia Sweeping Robot Industry?

Which Companies are the Major Players in Southeast Asia Sweeping Robot Industry Market and What are their Competitive Benchmarks?

Key Drivers and Market Opportunities in Southeast Asia Sweeping Robot Industry

What are the Key Drivers, Challenges, and Opportunities for Southeast Asia Sweeping Robot Industry during 2023-2032?

What is the Expected Revenue of Southeast Asia Sweeping Robot Industry during 2023-2032?

What are the Strategies Adopted by the Key Players in the Market to Increase Their Market Share in the Industry?

What are the Competitive Advantages of the Major Players in Southeast Asia Sweeping Robot Industry Market?

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