

# **Vacuum Cleaner Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Handheld, Canister, Upright, Stick & Others), By End Use (Commercial & Residential), By Distribution (Store based & Non-store based), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global vacuum cleaner market is expected to expand from USD 16.37 billion in 2025 to USD 26.55 billion by 2031, reflecting a compound annual growth rate (CAGR) of 8.39%. This industry includes devices that use suction to extract debris, dirt, and dust from multiple surfaces, frequently utilizing advanced filtration systems to enhance surrounding air quality. The market's growth is primarily fueled by increasing global disposable incomes, especially within emerging nations, along with a surge in urbanization that results in more compact living areas requiring highly effective cleaning tools. Additionally, growing consumer consciousness regarding hygiene protocols and indoor air purity plays a major role in driving the continuous demand for these household appliances.

Data from the International Housewares Association indicates that U.S. floorcare dollar sales grew by 0.9% in 2024 compared to the prior year, highlighting a steady consumer interest in household cleaning equipment. However, despite this positive trajectory, market growth faces a major hurdle in the form of fluctuating raw material costs. Unpredictable pricing for essential materials directly affects production expenses and the final retail cost for buyers, which in turn impacts the overall accessibility and profit margins within the industry.

## **Market Driver**

The ongoing evolution of vacuum cleaner technology and design serves as a major driver for industry expansion, as brands consistently roll out updates that improve versatility, ease of use, and overall cleaning performance. These upgrades include highly efficient motors that consume less energy, as well as sophisticated filtration networks capable of trapping microscopic allergens. Financial commitment to this innovation is significant; for example, Dyson reported investing over \$400 million in research and development during 2025, focusing on areas like machine learning and artificial intelligence to facilitate the release of new models. This steady stream of enhancements appeals to buyers searching for efficient, low-effort household maintenance tools, ultimately encouraging product upgrades and stimulating new sales.

Additionally, the rising incorporation of vacuum cleaners into smart home networks is heavily influencing the global market by delivering connected, remotely managed, and automated cleaning routines. Shoppers are showing a strong preference for equipment that functions smoothly alongside their existing smart setups, demanding capabilities such as smartphone scheduling, voice commands, and interaction with other connected devices. The financial success of businesses prioritizing this sector highlights the trend; Xiaomi reported that its IoT and lifestyle division, which includes smart home equipment, hit a record RMB38.7 billion in revenue during 2025's second quarter, representing a 44.7% jump from the previous year. This appetite for integrated smart features broadens the appeal of modern vacuums, while the wider appliance industry also shows upward movement, illustrated by Miele experiencing a 2.3% increase in its 2025 annual turnover to reach 5.16 billion euros.

## **Market Challenge**

Unpredictable shifts in the cost of raw materials create a formidable barrier to the continued growth of the worldwide vacuum cleaner industry. When the prices of crucial manufacturing inputs, such as electronic parts, plastics, and steel, experience sudden changes, production expenses immediately rise. Facing these mounting financial pressures, vacuum manufacturers are forced into a difficult position where they must either accept lower profit margins or pass the extra financial burden onto their buyers by increasing the final retail cost of their products.

Implementing these price hikes can weaken the buying power of shoppers, particularly among budget-conscious demographics, which ultimately restricts the broader accessibility of the market. Supporting this concern, the Q1 2025 Manufacturers' Outlook Survey from the National Association of Manufacturers revealed that producers

anticipated a 5.5% surge in raw material and associated input expenses over the following year. Such a noticeable jump in costs actively undermines the profit potential of vacuum cleaner brands and has the potential to decelerate industry expansion by rendering appliances less affordable and competitively viable.

## **Market Trends**

A major shift in the worldwide vacuum cleaner industry is the rapid embrace of cordless models, highlighting a strong consumer desire for greater convenience and improved mobility. Featuring lightweight constructions and the freedom to move without being tethered to a wall socket, these devices make it much easier to maintain diverse floor types. Buyers are placing a higher premium on flexible and efficient cleaning methods that allow for rapid tidying and effortless maneuvering into tight spaces. This shift is clearly reflected in financial reports; SharkNinja, Inc. noted in its February 2026 "Fourth Quarter and Full Year 2025 Results" that net sales for its Cleaning Appliances grew by 6.9% through December 31, 2025, a boost heavily attributed to the performance of its cordless vacuum lineup.

Another highly influential market trend is the rising demand for robotic vacuum cleaners, spurred by a growing appetite for self-operating household maintenance tools. Equipped with sophisticated mapping and navigation systems, these automated machines deliver a completely hands-off approach to floorcare. Their widespread popularity is deeply rooted in the time-saving benefits they provide to people with hectic schedules, featuring programmable routines and smooth integration into smart home networks that drastically reduce the need for manual upkeep. As ongoing technological improvements make them more capable and attainable, this sector enjoys continued expansion, with SharkNinja, Inc. reporting in its November 2025 "Third Quarter 2025 Results" that quarterly Cleaning Appliances net sales rose by 12.4%, largely propelled by robust performance in its robotics division.

## **Key Market Players**

Dyson Limited

Electrolux AB

Panasonic Holding Corporation

Miele India Pvt Limited

Samsung Electronics Co. Ltd

LG Electronics

SharkNinja Operating LLC

Bissell Homecare Inc.

TTI Floor Care North America

Koninklijke Philips N.V.

## Report Scope

In this report, the Global Vacuum Cleaner Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Vacuum Cleaner Market, By Product Type

Handheld

Canister

Upright

Stick

Others

### Vacuum Cleaner Market, By End Use

Commercial

Residential

### Vacuum Cleaner Market, By Distribution

Store based

Non-store based

## Vacuum Cleaner Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

## South America

Brazil

Argentina

Colombia

## Middle East & Africa

South Africa

Saudi Arabia

UAE

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Vacuum Cleaner Market.

### **Available Customizations:**

Global Vacuum Cleaner Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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