

Vacuum Cleaners in Indonesia

Market Direction | 2022-12-05 | 36 pages | Euromonitor

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Report description:

Vacuum cleaners has seen a rapid rise popularity in Indonesia with this pattern continuing in 2022 as many middle- to upper-income urban consumers are recognising the convenience of using these products to clean their homes instead of the traditional broom and dustpan. The uptick seen in the property market, especially apartments and housing for middle- to upper-income households in major cities, has provided a further boost to sales of vacuum cleaners in 2022. The low penetration of vacuum clea...

Euromonitor International's Vacuum Cleaners in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Robotic Vacuum Cleaners, Standard Vacuum Cleaners.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Vacuum Cleaners market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Vacuum cleaners continue to gain favour as a way to make chores easier to complete

Electrolux retains the lead but faces growing competition from cheaper brands

New product development remains rife as players look to benefit from the upsurge in demand for vacuum cleaners

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Vacuum cleaners still full of potential as the rise of e-commerce helps to expand the target audience

Innovation should help to retain the interest of consumers

Rise of the robots

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