

## **Vacuum Cleaners in Vietnam**

Market Direction | 2022-12-12 | 34 pages | Euromonitor

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### **Report description:**

Vacuum cleaners is seeing healthy growth in 2022, supported by consumers' ongoing demand for hygiene in their homes. In addition to the impetus of the pandemic, when consumers sought to eradicate germs, it is noted that PM2.5 dust is a very high concern for consumers living in the big cities and nearby areas. Therefore, vacuum cleaners which offer High Efficiency Particulate Air (HEPA) technology have become popular, and brands are focusing on key marketing message such as "filters 99.99% PM2.5..."

Euromonitor International's Vacuum Cleaners in Vietnam 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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The HEPA filter becomes a must-have function in vacuum cleaners

Bed mattress and robotic vacuum cleaners catch the attention of young affluent consumers

Consumers happy to purchase vacuum cleaners online without seeing them in real life first

#### PROSPECTS AND OPPORTUNITIES

Consumers expected to increasingly seek hygiene technologies

Consumers will remain loyal to tried and trusted brands, with specialist niche brands also to make a name for themselves

E-commerce will remain a key channel for vacuum cleaner sales

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