

## **iRobot Corp in Consumer Appliances (World)**

Global Strategy | 2023-01-24 | 39 pages | Euromonitor

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### **Report description:**

iRobot has benefited from the growth of robotic vacuum cleaners and the proliferation of the category during the pandemic, and continues to lead globally. However, an increasing number of low- and mid-tier products threaten iRobot's share. iRobot signed an agreement for Amazon to acquire iRobot in 2022, raising concerns about Amazon's smart home monopoly. If approved, it could open new markets and fuel volume growth for iRobot, backed by Amazon's expertise in marketing.

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Euromonitor International's iRobot Corp in Consumer Appliances (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Appliances industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Major Appliances, Small Appliances.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Appliances 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.

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