

Vacuum Cleaners in Greece

Market Direction | 2023-12-20 | 36 pages | Euromonitor

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Report description:

Cylinder vacuum cleaners remained the largest category in terms of retail volume and value in 2023, regardless of the strong growth in more innovative areas. Penetration is not decreasing as many consumers are not replacing cylinder models with other types. Instead, many use other vacuum models to complement cylinder cleaning, as many perceive cylinder vacuums to be the most thorough. Cylinder sales declined significantly in retail volume in 2022 due to the uplift in growth seen during the outbr...

Euromonitor International's Vacuum Cleaners in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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.

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Robotic vacuum cleaners have low penetration but strong retail volume growth

Stick vacuum cleaners drive growth, with consumers appreciating ease of use

PROSPECTS AND OPPORTUNITIES

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