

Vacuum Cleaner Market Assessment, By Type [Upright, Stick, Drum, Canister, Handheld, Wet and Dry, Robotic, Others], By Power Source [Electric, Battery Powered, Pneumatic], By Application [Residential, Commercial, Industrial], By Distribution Channel [Online, Offline], By Region, Opportunities and Forecast, 2016-2030F

Market Report | 2024-04-19 | 275 pages | Market Xcel - Markets and Data

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Report description:

Global Vacuum Cleaner Market is displaying an impressive growth rate over the years mainly due to the growing demand for overall home appliances and machineries that make household tasks easier. The global vacuum cleaner market is experiencing a robust growth rate and is expected to grow at 10.6 percent compounded annually for the forecast period from 2023 to 2030. The market is driven by technological innovation and development, new product and concept development, and smart and innovative technologies integration. Global vacuum cleaner market stands at the forefront of household electronic appliance innovation, fulfilling customer needs and preferences in the changing environment.

Vacuum cleaners have been integral in both households and commercial places like restaurants, cafes, hotels, educational institutes and office spaces. With the growing demand for vacuum cleaners in both developed and developing regions, the global vacuum cleaner market is expected to reach USD 23.06 billion in 2030 from USD 10.3 billion in 2022. With the growth in e-commerce and online sales channels, vacuum cleaners have gained significant visibility and a notable surge in sales. With the changing market dynamics and integration of technologies, robotic vacuum cleaners have gained prominence. Within this landscape, the global vacuum cleaner market is not only meeting the increasing demand for efficient and high-tech kitchen appliances but is also actively shaping the future of floor cleaning convenience.

Rising Urbanization and Changing Lifestyle

Changing consumer lifestyle and an increase in urbanization has led to a growth in demand for home appliances including vacuum cleaners. Urbanization is often characterized by a fast-paced life and hectic schedules, and people constantly looking for

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convenience and comfort. Busy lifestyles and time constraints have driven the demand for appliances that streamline household chores. Urbanization is a major driving factor for the growing global vacuum cleaner market. Vacuum cleaners offer users a time-saving and convenient solution for household cleaning with less effort and clean surfaces like carpet floors, which are difficult otherwise. The Western world is already at the peak of urbanization, and rapid urbanization in Asian countries like India, China, Vietnam, and others has driven the demand for efficient and aesthetically pleasing home appliances like vacuum cleaners. As a result, vacuum cleaners become an attractive choice for consumers seeking to balance their busy lifestyles with modern technology.

In 2023, Dyson introduced its first all-in-one wet-and-dry cordless vacuum cleaner, the Dyson V12s Detect Slim Submarine. The cordless Hoover was introduced to address issues with traditional wet-and-dry formats - dust, spills and stains may be cleared in a multipurpose manner by the new equipment.

Robotic Vacuum Cleaner Creating Buzz

Global vacuum cleaner market has developed significantly over the past few years owing to constant product innovation and technological integration. In recent developments, it is witnessed that robotic vacuum cleaners are becoming popular among users as they offer numerous benefits like self-recharging at their docking station, the capability of cleaning different types of surfaces with their sensors and cordless design. Apart from these features, the USP of robotic vacuum cleaners is automation, these cleaners don't need the user to be present at home or spare some separate time for cleaning, they can be programmed to do their rounds while the user is away. Robotic vacuum cleaners are more than just cleaners, they are also a sign of lifestyle and a symbol of improved home life.

In the latest developments in the global vacuum cleaner market, in 2021, Uoni, a Chinese startup that manufactures vacuum cleaners, launched UONI A1, a robotic vacuum cleaner that can mop and sweep the floor for long durations with any human intervention. This robotic vacuum can dispose of accumulated trash and wash its revolving mop.

Developed Regions leading the Consumption Charts

In the last decade, developing countries like India, China, Vietnam, Saudi Arabia, and UAE have opened significant opportunities for many electronic and home appliance brands and manufacturers in the global vacuum cleaner market due to their economic growth. However, vacuum cleaners are still in high demand in developed countries like the United States, Japan, Canada, the United Kingdom, and other European countries. These countries possess significant wealth, and they are high disposable income countries that have money to spend on convenience and comfort. Many brands cater to these regions with high-end vacuum cleaners that provide aesthetic designs and unique features that are best in class.

One-of-a-kind robotic vacuum cleaner X10+ by Xiaomi was launched in the European market in late 2022 after being launched in China. Self-emptying docking station is a unique feature of the vacuum cleaner that can clean and dry the mop head itself. The device is also equipped with an ultrasonic sensor that enables it to detect carpets.

Integration of Innovative Technologies

The vacuum cleaner is a technologically advanced home appliance but over the years, smart technologies like connectivity features and artificial intelligence are playing an important role in vacuum cleaners. Smart vacuum cleaners are gaining popularity among users looking for enhanced convenience, control and engagement with the device. Consumers, especially in developed regions like the United States and Europe, look for technologically advanced devices that further elevate their home cleaning experience, and manufacturers are tilted towards developing and integrating such innovative technologies in their basic products.

Dreame Technology, a maker of smart home appliances, launched the DreameBot D10s Pro in late 2022, an AI-powered robot vacuum cleaner. The DreameBot D10s Pro boasts several appealing features. The DreameBot D10s Pro uses powerful artificial intelligence and Laser Detector Systems (LDS) to avoid obstructions, allowing the user to clean the house hands-free.

Impact of COVID-19

The global vacuum cleaner market was significantly impacted due to the COVID-19 pandemic just like any other electronics or home appliance market. Due to pandemic restrictions and social distancing measures were implemented which caused global supply chain disruptions and closure of manufacturing facilities. Due to this production of vacuum cleaners was halted and delayed, and delays in imports and exports of vacuum cleaners caused shortages of such devices due to which prices of vacuum cleaners increased. However, on the other side, the COVID-19 virus outbreak raised concerns for cleanliness at all places including

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households, commercial places like hotels, restaurants, cafes and office spaces which boosted sales of vacuum cleaners. The pandemic accelerated the growth of e-commerce as consumers increasingly turned to online platforms for shopping. This trend benefited the global vacuum cleaner market, as consumers could conveniently purchase appliances online, contributing to an uptick in online sales.

Key Players Landscape and Outlook

The outlook of the global vacuum cleaner market is shaped by continuous technological advancements, evolving consumer preferences, and the increasing demand for energy-efficient and intelligent home appliances. Leading industry players are anticipated to persist in their investments in research and development, introducing cutting-edge features to meet the ever-changing needs of consumers. This commitment to innovation will likely contribute to the sustained growth and competitiveness of the global vacuum cleaner market. There are notable brands and companies in the global vacuum cleaner market, like Samsung, LG, Bissell, and Dyson, which are taking innovation to new heights, constantly launching new products in the realm of vacuum cleaners. The global vacuum cleaner market will continue to grow in the research period thanks to various driving factors and constant technological innovation.

Dyson has unveiled the Dyson 360 Vis Nav robot vacuum . The Vis Nav is meant to perform better in intricate American homes since it is shorter and more compact than its predecessors. It retains the 360 line's trademark extra-long brush and squared design but adds additional suction power and a faster processor.

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