

Vacuum Cleaners in France

Market Direction | 2024-11-25 | 38 pages | Euromonitor

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Report description:

Sales of vacuum cleaners saw a small decline in retail volume terms in 2024 although the performances were mixed within the different categories. For instance, sales of cylinder and handheld vacuum cleaners saw a drop off in demand after sales were boosted by the pandemic. The boost to sales during the pandemic reset the replacement cycle and thus sales slowed in 2024. Additionally, these products also lost sales to other alternative categories, some of which are seen as more effective and innov...

Euromonitor International's Vacuum Cleaners in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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 IN FRANCE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady sales of traditional models

Rise of the robots

Dyson and Rowenta lead, with Shark making waves

PROSPECTS AND OPPORTUNITIES

Wet and dry models expected to benefit from further growth while right-to-repair legislation should present challenges and opportunities

Premiumisation could be key to growth

Distribution landscape likely to remain stable albeit with a growing focus on e-commerce

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