

## **Vacuum Cleaners in Germany**

Market Direction | 2025-01-20 | 36 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Vacuum cleaners in Germany is one of the consumer appliance categories not negatively impacted by the economic situation that compels consumers to delay their purchases. Another year of strong retail volume growth in 2024 can be mainly explained by two factors. First, there is a huge trend towards cordless vacuum cleaners, which are mainly offered by handheld and stick models. Powered by battery and often smaller and more flexible, they promise an easier and more convenient cleaning experience t...

Euromonitor International's Vacuum Cleaners in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024, 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 2029 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Vacuum Cleaners in Germany  
Euromonitor International  
January 2025

### List Of Contents And Tables

#### VACUUM CLEANERS IN GERMANY

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Vacuum cleaners characterised by boom in handheld and stick models

Smaller brands gain share in standard category, whilst robotic models are dominated by leading brands

Offline stores preferred for in-person evaluation while popular players increasingly focus on their on e-commerce stores

##### PROSPECTS AND OPPORTUNITIES

Floor types play an important role in demand for vacuum cleaners

Innovation that increases convenience set to drive development

Sustainability, energy efficiency and the "right to repair"

##### CATEGORY DATA

Table 1 Sales of Vacuum Cleaners by Category: Volume 2019-2024

Table 2 Sales of Vacuum Cleaners by Category: Value 2019-2024

Table 3 Sales of Vacuum Cleaners by Category: % Volume Growth 2019-2024

Table 4 Sales of Vacuum Cleaners by Category: % Value Growth 2019-2024

Table 5 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2020-2024

Table 6 NBO Company Shares of Vacuum Cleaners: % Volume 2020-2024

Table 7 LBN Brand Shares of Vacuum Cleaners: % Volume 2021-2024

Table 8 Distribution of Vacuum Cleaners by Format: % Volume 2019-2024

Table 9 Forecast Sales of Vacuum Cleaners by Category: Volume 2024-2029

Table 10 □Forecast Sales of Vacuum Cleaners by Category: Value 2024-2029

Table 11 □Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2024-2029

#### CONSUMER APPLIANCES IN GERMANY

##### EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

##### MARKET INDICATORS

Table 13 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 14 Replacement Cycles of Consumer Appliances by Category 2019-2025

##### MARKET DATA

Table 15 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 16 Sales of Consumer Appliances by Category: Value 2019-2024

Table 17 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 18 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 21	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
Table 22	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
Table 23	□Sales of Small Appliances by Category: Volume 2019-2024
Table 24	□Sales of Small Appliances by Category: Value 2019-2024
Table 25	□Sales of Small Appliances by Category: % Volume Growth 2019-2024
Table 26	□Sales of Small Appliances by Category: % Value Growth 2019-2024
Table 27	□NBO Company Shares of Major Appliances: % Volume 2020-2024
Table 28	□LBN Brand Shares of Major Appliances: % Volume 2021-2024
Table 29	□NBO Company Shares of Small Appliances: % Volume 2020-2024
Table 30	□LBN Brand Shares of Small Appliances: % Volume 2021-2024
Table 31	□Distribution of Major Appliances by Format: % Volume 2019-2024
Table 32	□Distribution of Small Appliances by Format: % Volume 2019-2024
Table 33	□Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
Table 34	□Forecast Sales of Consumer Appliances by Category: Value 2024-2029
Table 35	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
Table 36	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
Table 37	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
Table 38	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
Table 41	□Forecast Sales of Small Appliances by Category: Volume 2024-2029
Table 42	□Forecast Sales of Small Appliances by Category: Value 2024-2029
Table 43	□Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
Table 44	□Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## Vacuum Cleaners in Germany

Market Direction | 2025-01-20 | 36 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com