

Europe Handheld Vacuum Cleaners - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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Report description:

The Europe Handheld Vacuum Cleaners Market is expected to register a CAGR of 8.12% during the forecast period.

The European handheld vacuum cleaner market has been growing steadily, driven by increasing consumer demand for portable and lightweight cleaning solutions. The market size varies from country to country, with larger economies like Germany, the United Kingdom, France, and Italy representing significant shares. Handheld vacuum cleaners come with various features such as cordless operation, rechargeable batteries, different attachments for versatile cleaning, and advanced filtration systems. Manufacturers are continuously innovating to improve battery life, suction power, and overall performance. Some notable trends in the European handheld vacuum cleaner market include the increasing adoption of smart and connected features, such as app-based controls and integration with virtual assistant platforms. Additionally, there is a growing emphasis on eco-friendly and energy-efficient models, with manufacturers focusing on improving energy consumption and reducing environmental impact.

The handheld vacuum cleaner market in Europe experienced a significant boost in demand post-COVID-19. With increased emphasis on cleanliness and hygiene, more people invested in handheld vacuum cleaners for convenient and efficient cleaning. This surge in demand has led to the introduction of innovative features and technologies in handheld vacuum cleaners, making them more powerful and versatile. As a result, the market is expected to continue growing in the coming years.

Europe Handheld Vacuum Cleaners Market Trends

Cordless Technology is Driving the Market

Cordless handheld vacuum cleaners offer unparalleled convenience and portability. The absence of a power cord allows users to

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move freely without being limited by the length of the cord or the proximity of power outlets. This makes it easier to clean tight spaces, stairs, cars, and other areas where maneuverability is essential. Cordless vacuums are user-friendly and hassle-free. Users don't have to deal with tangling cords or find power outlets, which saves time and effort during cleaning tasks. The lightweight and compact design of cordless models further enhances their ease of use, making them suitable for quick and spontaneous cleaning needs.

Cordless handheld vacuums are versatile tools that can be used for a wide range of cleaning tasks. They come with various attachments and accessories that allow users to clean different surfaces, including floors, upholstery, stairs, crevices, and even car interiors. The cordless feature enables users to easily switch between areas without the need to unplug and re-plug the vacuum. Advances in battery technology, particularly the development of lithium-ion batteries, have greatly enhanced the performance of cordless handheld vacuums. Lithium-ion batteries offer longer runtimes, faster charging times, and consistent power output throughout the cleaning session. This has addressed one of the main concerns with cordless vacuums, which was limited battery life.

Increase in Online Sales is Driving the Market

Online platforms provide consumers with access to a vast array of handheld vacuum cleaner models from various brands. Shoppers can easily compare features, prices, and customer reviews to make informed purchasing decisions. This increased product availability has expanded consumer choice and boosted overall market demand. Online shopping offers convenience and accessibility to customers. Consumers can browse and purchase handheld vacuum cleaners from the comfort of their homes at any time of the day. This ease of access has encouraged more people to buy handheld vacuum cleaners, thereby driving market growth.

Online platforms promote price transparency and encourage competition among sellers. As a result, customers can find better deals and discounts on handheld vacuum cleaners online compared to traditional brick-and-mortar stores. The availability of competitive pricing has made handheld vacuum cleaners more affordable for a larger segment of the population, leading to increased sales. Online marketplaces provide a platform for customers to share their experiences through reviews and ratings. Potential buyers can benefit from the feedback and recommendations of previous customers, helping them make informed purchasing decisions. Positive reviews and high ratings can significantly influence consumer preferences and contribute to increased sales.

Europe Handheld Vacuum Cleaners Industry Overview

The European Handheld Vacuum Cleaners Market is moderately consolidated. The report covers major international players operating in the European handheld Vacuum Cleaners Market. In terms of market share, a few of the major players currently dominate the market, and the players include Dyson, Bosch, Karcher, Dreame, and Irobot. However, the demand is driven by consumer income. Large companies compete through volume purchasing, breadth of products, and effective merchandising and marketing. Small companies focus on a market segment and compete through depth of products and superior customer service.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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