

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

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The Residential Vacuum Cleaners Market is expected to register a CAGR of greater than 3% during the forecast period.

Growth in the urban population in developing countries, improved infrastructural facilities, and a rise in awareness towards cleanliness and hygiene globally are factors that drive the market. Cost-effectiveness, safety, efficiency, high accessibility to small areas, and automation in residential cleaning have resulted in increased demand for vacuum cleaners. The improvement in living standards, rise in disposable income, and increase in the working population, coupled with high purchasing power, and ease of operations in vacuum cleaners are anticipated to further drive the demand for household vacuum cleaners globally.

However, unawareness, high energy consumption in the conventional type of vacuum cleaners, and high prices of robotic cleaners limit market growth. Offline sales are expected to grow at a slower pace as they are affected by increasing online sales. The demand for vacuum cleaners using high-efficiency particulate air filtration technology is increasing at a fast pace, in the developed markets.

An exponential rise in demand for vacuum cleaners was observed in the residential Vacuum cleaner market during COVID-19, primarily owing to the increased demand to maintain hygiene conditions in homes amid a surge in coronavirus cases. Post COVID-19 there are wider technological advancements in the industry to prevent virus transmission.

Residential Vacuum Cleaners Market Trends

Canister Residential Vacuum Cleaner is Dominating the Market

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Canister residential vacuum cleaners segment accounted for major share in the residential vacuum cleaners market in recent years, as these are the most commonly used vacuum cleaners for household cleaning, due to their high suction power and easy accessibility. The segment is predicted to witness substantial expansion as the equipment is user-friendly and can easily be handled. The segment is expected to grow at a significant rate in the forecast period.

Growth in Asia-Pacific Region is Fueling the Market

The Asia Pacific accounted for the majority share in revenue in past few years, owing to the increased adoption of automated cleaning solutions in metro cities, increased awareness about health and hygiene, rise in popularity of robotics and drum household vacuum cleaners, and growth in disposable incomes.

Government initiatives and rapid urbanization in countries such as India, China, Australia, Japan, Malaysia, South Korea, and other South Asian countries are expected to further boost the demand for vacuum cleaners in this region. The growing urbanization across the region, especially in developing countries such as India and China, is creating immense expansion potential in the market. Due to the increasing cost of domestic help services, a shift toward consumer appliances has been witnessed in the last few years. During the COVID-19-related lockdowns, people had to rely on themselves to clean their homes, which skyrocketed the demand for vacuum cleaners in some countries, including India. Geographically, the Asia-Pacific region is expected to maintain its leading position, followed by Europe. North America region growth momentum would continue as a result of favorable economic conditions and growing awareness.

Residential Vacuum Cleaners Industry Overview

The report covers major international players operating in the Residential Vacuum Cleaners Market. In terms of market share, few of the major players currently dominate the market. 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. Some of the major players in the market include Oreck Corporation, Bissell Inc., Haier Group Corporation, Electrolux Group, and Dyson Limited.

Additional Benefits:

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

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