

Global Automatic Pool Cleaner Market Research Report 2025-2030

Market Report | 2025-08-29 | 137 pages | Arizton Advisory & Intelligence

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Report description:

The global automatic pool cleaner market is expected to grow at a CAGR of 8.06% from 2024 to 2030.

AUTOMATIC POOL CLEANER MARKET NEWS

- In 2025, Aiper, a leading pool cleaning company, made a strategic partnership with Fluidra, a leading connected solutions and pool equipment company. The company has invested USD 100 million. It will further accelerate the development of Aiper's smart backyard ecosystem and support advancement in core technologies.
- In 2023, Maytronics, a global leader in the swimming pool industry has launched Dolphin Liberty series, the first battery-operated pool cleaner. This series contains six models: Dolphin Liberty 200, 300, 400, 600, 700, and 800.
- In 2025, Fluidra S.A. announced a strategic investment of \$100 million for a 27% stake in Aiper. It will leverage the two companies' combined strengths to grow the overall cleaning market and customer base.

KEY TAKEAWAYS

- By Product: The robotic pool cleaners segment accounted for the largest market share of over 51%.
- By Category: The above-ground pool segment shows the highest growth of 8.06% during the forecast period.
- By End-User: The residential segment dominates and holds the largest global automatic pool cleaner market share.
- By Distribution Channel: The indirect distribution channel segment accounts for the largest market share in 2024.
- By Geography: North America leads the global automatic pool cleaner market with the largest share of over 44%.
- Growth Factor: The global automatic pool cleaner market is set to grow due to rising health & hygiene awareness and increased need for water conservation.

AUTOMATIC POOL CLEANER MARKET TRENDS

Smart Connectivity (IoT & AI)

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Smart connectivity (IoT) & AI are a significant trend in the global automatic pool cleaner market. Smart connectivity enhances the performance of the automatic pool cleaner & user experience. The rising adoption of smart home technology increased disposable incomes, unmatched timesaving & convenience, desire for optimal efficiency & performance, growing cleanliness & hygiene, and commercial sector needs. The app-based monitoring & remote control is the most common application. The user can control the automatic cleaner from anywhere through the smartphone app. The user can easily monitor the process of cleaning, filter alerts, battery status, and receive notifications. For instance, Maytronics offers Skimmi with various advanced features, including smart detection, app-operated, smart solar charging, smart sensing, energy saving, etc.

Cordless Technology

The popularity of cordless technology-based pool cleaners is growing significantly in the global market due to various factors, including enhanced safety, convenience, technology integration, minimalism & aesthetics, smart home integration, and rising disposable income. The pool owners are seeking a cordless pool cleaner to avoid the risk of electric hazards by having no exposed power cords near water areas. It makes pool areas safer for children, families, and pets. The cordless cleaners eliminate the hassle of plugging in, unwinding, and managing a long cable. It drives the adoption of cordless pool cleaners. The continuous improvement in battery life, smart navigation, and motor efficiency makes cordless cleaners increasingly reliable and effective. Without a cord to get a limited reach, cordless pool cleaning robots can achieve efficient cleaning when in a pool having many obstacles.

AUTOMATIC POOL CLEANER MARKET GROWTH DRIVERS

Health & Hygiene Awareness

Health & hygiene awareness is a major driver in the growth of the automatic pool cleaner market. It is driven by several factors, including increased focus on the prevention of pool-related illnesses, consumer desire for cleanliness, rising professionalism in commercial settings, and post-pandemic hygiene consciousness. People become more conscious of the importance of hygiene. Thus, there is more demand for automatic products that can reduce the spread of germs by minimizing contact with users. Due to the increased consumer preference for touchless systems, commercial spaces are focusing on adopting automatic systems in their facilities. This can lead to the demand for automatic pool cleaners in the US market during the forecast period.

Increased Need for Water Conservation

The increased need for water conservation is a growing driver in the global automatic pool cleaner market. It is driven by the depletion of groundwater, climate change, population growth, uneven distribution of freshwater, growing awareness about water conservation, and the impact of water scarcity. The global population is growing significantly, which puts a strain on the existing water supply. Water usage has increased in both residential and non-residential settings. Automatic pool cleaners reduce the frequency of backwashing required for the primary filter of the pool. It can save thousands or hundreds of gallons of water annually.

INDUSTRY RESTRAINT

Availability of Alternatives

The availability of alternatives is a major factor in the global automatic pool cleaner market. This is due to the consumers having numerous options for traditional pool cleaners. These are available widely and are very affordable. The alternatives to automatic pool cleaners are often lower in upfront cost. It may influence the purchasing decision of consumers. The market for automatic

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pool cleaners faces many challenges from manual pool cleaning methods. The availability of alternatives to automatic pool cleaners limits the market penetration, especially in various regions having smaller pools or lower disposable incomes. In many small pools, the labor can easily clean the pool with traditional cleaning equipment. It may hinder the growth of the automatic pool cleaners.

AUTOMATIC POOL CLEANER MARKET SEGMENTATION INSIGHTS

INSIGHTS BY PRODUCT

The global automatic pool cleaner market by product is segmented into robotic pool cleaners, suction side pool cleaners, and pressure side pool cleaners. The robotic pool cleaners segment accounted for the largest market share of over 51%. It is driven by several factors, including energy efficiency, advanced technology, automation and convenience, and superior cleaning performance. Robotic pool cleaners offer hands-free operation, helping busy pool owners save significant time and effort. They are capable of scrubbing waterlines, walls, and floors, and can easily capture fine debris in their filters. As a result, their popularity is growing significantly across the globe.

With automation, robotic pool cleaners can clean pools efficiently without human supervision. Most models are designed for scrubbing waterlines, climbing walls, and thorough pool cleaning, which is increasing their demand in the global market, especially in developed countries. Robotic pool cleaners provide both time savings and convenience, making them increasingly popular in residential and non-residential spaces where pool owners have limited time and seek to maximize their leisure.

INSIGHTS BY CATEGORY

The global automatic pool cleaner market by category is categorized into in-ground pool cleaners and above-ground pool cleaners. The above-ground pool segment shows significant growth, with the fastest-growing CAGR of 8.06% during the forecast period. It is driven by several factors, including the desire for basic automation, ease of use and portability, the accessibility and affordability of pools, the expansion of e-commerce, rising demand for compact pools, and the rapid growth of DIY activities. Owners of above-ground pools are avoiding manual cleaning and seeking convenience, often looking for above-ground pool cleaners at a lower price compared to in-ground solutions. Cleaners designed for such pools are simpler and lighter to operate, making them appealing to this segment and fueling market growth during the forecast period.

Due to their ease of installation and affordability, the popularity of above-ground pools is growing significantly worldwide. These pools require regular cleaning, which is driving strong demand for above-ground pool cleaners in the global automatic pool cleaner market.

INSIGHTS BY END-USER

The residential segment dominates and holds the largest global automatic pool cleaner market share. It is driven by several factors, including increasing pool ownership, smart home integration, ease of use, convenience, and growing awareness about hygiene and health. Rising disposable incomes among working professionals and a desire for luxury lifestyles are prompting people to invest in home improvement activities. In sunnier regions, backyard pools are an ideal option for fun and relaxation; consequently, the rise in backyard pool construction is driving demand for automatic pool cleaners.

Households with busy lifestyles are increasingly focused on automated solutions that eliminate the need for manual cleaning. A stronger desire for cleanliness, safety, and a healthy swimming environment for friends and family is fueling the adoption of automatic pool cleaners in the residential sector. Moreover, many homeowners are building pools that provide a resort-like experience at home. As pools are a desirable amenity, their demand is rising significantly in developed countries, further boosting demand for automatic pool cleaners.

INSIGHTS BY DISTRIBUTION CHANNEL

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The indirect distribution channel segment accounts for the largest global automatic pool cleaner market share in 2024. It is driven by several factors, including installation and after-sales service support, broader customer footfall, in-person evaluation, credibility and trust, immediate purchase and takeaway, and expert guidance. Specialty stores and pool contractors offer installation services and after-sales support through local experts, which is a major factor influencing purchase decisions. Consumers can conveniently purchase automatic pool cleaners from nearby stores and take them home immediately.

Local pool professionals and established physical retailers often build loyalty and trust with their customer base. Customers prefer physical stores to examine products, receive expert advice, and compare models before making a purchase decision for products such as automatic pool cleaners. Department stores and hypermarkets benefit from convenience and high foot traffic, while specialty stores provide knowledgeable staff who offer expert installation guidance, recommendations, and ongoing support. Retailers are increasingly integrating digital tools such as click-and-collect services, in-store virtual demos, and online product information. With a strong presence in local markets and established trust, indirect distribution channels are leveraging targeted events and promotions, further driving demand for automatic pool cleaners in the global market during the forecast period.

AUTOMATIC POOL CLEANER MARKET GEOGRAPHICAL ANALYSIS

North America leads the global automatic pool cleaner market with the largest share of over 44%. It is driven by several factors, including extensive pool ownership, high adoption of smart ecosystems, an aging population, growing hygiene and health awareness, a strong preference for convenience and automation, and high disposable incomes. The North American automatic pool cleaner market is expanding due to energy efficiency and technological advancements, which are significantly boosting demand for robotic pool cleaners. The region is expected to remain the market leader during the forecast period, driven primarily by growth in the robotic segment.

The United States dominates the regional market due to its high pool ownership rates, advanced technologies, tech-savvy population, higher disposable incomes, and aging demographic. Canada is emerging as a fast-growing market within North America.

Demand is rising strongly for automatic pool cleaners with remote monitoring, predictive maintenance, and AI-driven navigation capabilities. Additionally, consumer preference for cordless models is increasing significantly, fueled by advancements in battery technology.

The Middle East & Africa automatic pool cleaner market is growing significantly, with the fastest-growing CAGR of 11.22% during the forecast period. The growth of the market is driven by rising demand for luxury residential spaces and the strong expansion of commercial developments.

There is notable demand for high-end robotic pool cleaners in countries with a strong tourism sector, such as the UAE and Saudi Arabia. Both nations have multiple mega projects and tourism development plans underway. The growing need for luxury hotels and resorts is fueling the adoption of automatic pool cleaners, supported by significant investments in new marinas, coastal areas, ports, and leisure facilities.

The large population of high-net-worth individuals is also driving demand for luxury residences with pools, further boosting the uptake of automatic pool cleaners. The region's hot climate makes efficient pool maintenance essential, while post-pandemic concerns have heightened the focus on hygiene in public pools.

Companies are actively working to raise awareness of the benefits of automatic pool cleaners to increase adoption, particularly in parts of the African market.

AUTOMATIC POOL CLEANER MARKET VENDOR LANDSCAPE

The global automatic pool cleaner market report consists of exclusive data on 27 vendors. The market is highly competitive and fragmented, comprising a mix of small players, niche players, and established global companies. Larger players are heavily investing in the development of new products to attract a wider consumer base and remain competitive. Due to intense competition, pool cleaner manufacturers differentiate themselves through advanced features, energy efficiency, and automation.

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Companies are increasingly focused on innovating and offering long-lasting, robust cordless pool cleaner models. Significant investments are being made in R&D to develop AI-driven solutions with optimized cleaning paths, obstacle avoidance, and mapping capabilities. With the rise of IoT, smart home integration, remote monitoring, and app-based controls have become key competitive features.

Established companies maintain strong relationships with professional dealers, brick-and-mortar outlets, and pool supply stores, enabling them to leverage after-sales support. Meanwhile, the rapid growth of e-commerce has made it a major avenue for competitive expansion.

Key Vendors

- Aiper
- BWT Holding
- Fluidra S.A.
- Hayward Holdings, Inc.
- Maytronics
- Pentair

Other Prominent Vendors

- Aquatron Robotic Technology Ltd
- BeatBot
- iRobot
- KOKIDO Development Limited.
- Mariner 3S AG
- Milagrow Human Tech
- Water Tech
- Waterco
- Waybotics Co., Ltd
- Zucchetti Centro Sistemi S.p.a.
- Ananya Creations
- Bestway Inflatables & Material Corp.
- Blue Wave Products
- Chasing-Innovation
- Hangzhou Gaoyue Technology Co., Ltd.
- Paxcess
- Rockrocker
- Seauto
- SmartPool
- WEDA - Dammann & Westerkamp GmbH
- Xiamen Fast Cleaner Co., Ltd.

SEGMENTATION & FORECASTS

- By Product
 - o□Robotic Pool Cleaners
 - o□Suction Side Pool Cleaners
 - o□Pressure Side Pool Cleaners

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- By Category
 - o□In-Ground Pool
 - o□Above-ground Pool
- By End-User
 - o□Residential
 - o□Non-Residential
- By Distribution Channel
 - o□Indirect Distribution Channel
 - o□Direct Distribution Channel
- By Geography
 - North America
 - o□US
 - o□Canada
 - Europe
 - o□Germany
 - o□UK
 - o□France
 - o□Italy
 - o□Spain
 - APAC
 - o□China
 - o□Japan
 - o□India
 - o□South Korea
 - o□Australia
 - Latin America
 - o□Brazil
 - o□Mexico
 - o□Argentina
 - Middle East & Africa
 - o□Turkey
 - o□UAE
 - o□Saudi Arabia
 - o□South Africa

KEY QUESTIONS ANSWERED:

- 1.□What is the growth rate of the global automatic pool cleaner market?
- 2.□What are the key drivers of the global automatic pool cleaner market?
- 3.□Which category segment provides more business opportunities in the global automatic pool cleaner market?
- 4.□Which product segment has the largest share in the global automatic pool cleaner market?
- 5.□How big is the global automatic pool cleaner market?
- 6.□Which region dominates the global automatic pool cleaner market?

Who are the major players in the global automatic pool cleaner market?

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