

# Vacuum Cleaners in the Philippines

January 2024

**Table of Contents** 

## Vacuum Cleaners in the Philippines - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Fast volume sales growth amid higher awareness of hygiene and cleanliness

Retail e-commerce responds to the need to widen the audience with more affordable prices

Automation and smart connectivity features push robotic vacuum cleaners

## PROSPECTS AND OPPORTUNITIES

Busy lifestyles to increase the demand for robotic vacuum cleaners

Both the offer and competition are expected to intensify over the forecast period

Retail e-commerce to become a major platform for vacuum cleaners

#### CATEGORY DATA

- Table 1 Sales of Vacuum Cleaners by Category: Volume 2018-2023
- Table 2 Sales of Vacuum Cleaners by Category: Value 2018-2023
- Table 3 Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023
- Table 4 Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023
- Table 5 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2019-2023
- Table 6 NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023
- Table 7 LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023
- Table 8 Distribution of Vacuum Cleaners by Format: % Volume 2018-2023
- Table 9 Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028
- Table 10 Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028
- Table 11 Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028
- Table 12 Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028

## Consumer Appliances in the Philippines - Industry Overview

## **EXECUTIVE SUMMARY**

Consumer appliances in 2023: The big picture

2023 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 2018-2024
- Table 14 Replacement Cycles of Consumer Appliances by Category 2018-2024

# MARKET DATA

- Table 15 Sales of Consumer Appliances by Category: Volume 2018-2023
- Table 16 Sales of Consumer Appliances by Category: Value 2018-2023
- Table 17 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
- Table 18 Sales of Consumer Appliances by Category: % Value Growth 2018-2023
- Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
- Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
- Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
- Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
- Table 23 Sales of Small Appliances by Category: Volume 2018-2023
- Table 24 Sales of Small Appliances by Category: Value 2018-2023
- Table 25 Sales of Small Appliances by Category: % Volume Growth 2018-2023
- Table 26 Sales of Small Appliances by Category: % Value Growth 2018-2023

- Table 27 NBO Company Shares of Major Appliances: % Volume 2019-2023
- Table 28 LBN Brand Shares of Major Appliances: % Volume 2020-2023
- Table 29 NBO Company Shares of Small Appliances: % Volume 2019-2023
- Table 30 LBN Brand Shares of Small Appliances: % Volume 2020-2023
- Table 31 Distribution of Major Appliances by Format: % Volume 2018-2023
- Table 32 Distribution of Small Appliances by Format: % Volume 2018-2023
- Table 33 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
- Table 34 Forecast Sales of Consumer Appliances by Category: Value 2023-2028
- Table 35 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
- Table 36 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
- Table 37 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
- Table 38 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
- Table 39 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
- Table 40 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
- Table 41 Forecast Sales of Small Appliances by Category: Volume 2023-2028
- Table 42 Forecast Sales of Small Appliances by Category: Value 2023-2028
- Table 43 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
- Table 44 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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#### **SOURCES**

Summary 1 - Research Sources

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