

Vacuum Cleaners in Thailand

December 2023

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Vacuum Cleaners in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Busy lifestyles and rising health concerns fuel demand for vacuum cleaners
Smaller living spaces and increased hygiene concerns influence consumer purchasing decisions in 2023
Stick vacuum cleaners on the rise with Xiaomi leading the charge

PROSPECTS AND OPPORTUNITIES

Wet and dry stick vacuum cleaners likely to prove increasingly popular thanks to their convenience and adaptability
Rising concerns over pollution could help encourage more consumers to invest in vacuum cleaners
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