

# Vacuum Cleaners in the US

November 2023

Table of Contents

## Vacuum Cleaners in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

After significant pandemic-driven growth, a return to normality  
Expansion of wet-dry options to provide time and space efficiency  
Manufacturers continue to cater to pet owners

#### PROSPECTS AND OPPORTUNITIES

Robotic vacuum cleaners projected to see strong growth thanks to lower prices  
Highly competitive space, with room for innovation and new entrants  
Less time at home a potential driver for multifunctional and robotic 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 US - 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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