

# Vacuum Cleaners in Spain

December 2023

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## Vacuum Cleaners in Spain - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Robotic vacuum cleaners showing signs of maturity  
Cylinder vacuum cleaners losing their appeal as consumers turn to alternative options  
Stick vacuum cleaners thriving

#### PROSPECTS AND OPPORTUNITIES

Brands will continue focusing on innovation  
Robotic and stick vacuum cleaners expected to experience the most dynamic growth over the forecast period  
E-commerce expected to be the most dynamic distribution channel over the forecast period

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