

# Vacuum Cleaners in the Netherlands

December 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail volume sales decline, as inflation and previous purchases impact growth

A variety of price points helps robotic vacuum cleaners grow in 2023

Average unit prices in vacuum cleaners rise, driving retail value sales

#### PROSPECTS AND OPPORTUNITIES

Improving economic conditions drive growth of premium products

Robotic vacuum cleaners continue to grow, but at a slower rate

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