

Vacuum Cleaners in Greece

December 2023

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Vacuum Cleaners in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cylinder vacuum cleaners dominate sales, thought to provide thorough cleaning
Robotic vacuum cleaners have low penetration but strong retail volume growth
Stick vacuum cleaners drive growth, with consumers appreciating ease of use

PROSPECTS AND OPPORTUNITIES

Maturity to challenge growth of cylinder vacuum cleaners across the forecast period
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