

# Vacuum Cleaners in France

December 2023

**Table of Contents** 

## Vacuum Cleaners in France - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Traditional models see decline after strong sales during the pandemic

Robots, sticks and wet and dry models see growth

SEB Groupe is the largest company, while Dyson is the leading brand

### PROSPECTS AND OPPORTUNITIES

Further growth for robotic vacuum cleaners, stick models and wet and dry options

Premiumisation trend

Appliances and electronics specialists and e-commerce to be important channels

#### **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 France - 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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