

# Vacuum Cleaners in Hong Kong, China

December 2023

Table of Contents

# Vacuum Cleaners in Hong Kong, China - Category analysis

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Robotic vacuum cleaners maintains its strong performance

Xiaomi's product range and pricing earn the company more share

### PROSPECTS AND OPPORTUNITIES

Energy-efficient vacuum cleaners are likely to be attractive to consumers

Robotic vacuum cleaners to see rising popularity, as convenience and ease of use are major selling points

#### **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 Hong Kong, China - 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

#### DISCLAIMER

## **SOURCES**

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/vacuum-cleaners-in-hong-kong-china/report.