

# Vacuum Cleaners in Australia

November 2023

**Table of Contents** 

### Vacuum Cleaners in Australia - Category analysis

# **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Economic challenges temper demand, but stick and robotic vacuum cleaners maintain growth Robotic vacuum cleaners continues to flourish Dyson expands its presence by entering robotic vacuum cleaners

### PROSPECTS AND OPPORTUNITIES

A resilient growth trajectory, driven by consumer preference, technology, and pricing strategies Rising demand for convenience will fuel demand for all-in-one vacuum cleaners Anticipation of product differentiation and dynamism in vacuum cleaners

### 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: % Volume Growth 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 Australia - 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: % Volume Growth 2018-2023
Table 25 - Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 26 - Sales of Small Appliances by Category: % Volume 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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