

# Vacuum Cleaners in Italy

December 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cash-strapped Italians revert to the mop and broom

Sales impacted by consumers returning to the workplace, but some categories continue to grow despite the challenges facing the market

Samsung launches new Jet Bot AI+

#### PROSPECTS AND OPPORTUNITIES

Stick vacuum cleaners set to continue growing, backed by suitability for pet owners, energy efficiency, and a growing range of options

Hisense expected to gain share as robotic vacuum cleaners continue attract a growing audience

Consumers expected to look for lightweight, convenient and energy efficient 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: 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 Italy - 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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