



iRobot Corp in Consumer Appliances

January 2023

Table of Contents

INTRODUCTION

Scope
Executive summary

STATE OF PLAY

Top companies at a glance
Company overview
iRobot Corp's global footprint
Growth decomposition
Normalisation in 2022 following pandemic-driven growth
Agreement to sell iRobot to Amazon raising concerns about smart home data monopoly
What is Amazon gaining by acquiring iRobot?

EXPOSURE TO FUTURE GROWTH

Robotic vacuum cleaners will continue to drive iRobot's sales
Potential impact of Amazon acquisition on iRobot's sales
Projected rankings in total consumer appliances
Combination robotic vacuum cleaners offer opportunities to increase the average price
Promoting robotics with educational robots and offer of learning tools
Roomba's j7 object avoidance targeting pet owners likely to win new customers

COMPETITIVE POSITIONING

Relative performance
Key categories and markets
Key brands
iRobot offer mainly targets mid-priced to super-premium segment
iRobot acquired Aeris air purifiers to diversify and offer a complementary product
Specialist robot vacuum manufacturers lead global volume sales
Patent wars between SharkNinja and iRobot in the US

MARKET ASSESSMENT

Top markets by category: Robotic vacuum cleaners
Decreasing share as a sign of a booming market
Updated platform iRobot OS further potential of smart home and interoperability
Chinese brands could be a threat to iRobot in the wet and dry robots segment

KEY FINDINGS

Executive summary

APPENDIX

Projected company sales: FAQs (1)
Projected company sales: FAQs (2)

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 focussing 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/irobot-corp-in-consumer-appliances/report.