

Vacuum Cleaners in Saudi Arabia

December 2023

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Vacuum Cleaners in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Robotic vacuum cleaners start to gain significance in the Kingdom Dyson brings a physical presence in Saudi Arabia via popup stores New launches promote cordless vacuum cleaners

PROSPECTS AND OPPORTUNITIES

Dyson set for further brand growth over the forecast period Convenient-to-use and lightweight models set to drive sales in the forecast period Cylinder vacuum cleaners to remain the most popular Robotic vacuum cleaners set to remain somewhat niche

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