

# Vacuum Cleaners in Poland

January 2024

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# Vacuum Cleaners in Poland - Category analysis

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#### 2023 DEVELOPMENTS

Vacuum cleaners enjoy slight volume sales recovery Stick and cordless vacuum cleaners gain appeal Expansion of smart vacuum cleaners

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Convenience to drive demand in vacuum cleaners Energy efficiency and sustainability to gain importance in purchasing decision New product developments to capitalise on growing popularity of stick vacuum cleaners

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