

# Vacuum Cleaners in Brazil

December 2023

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# Vacuum Cleaners in Brazil - Category analysis

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#### 2023 DEVELOPMENTS

Positive performance as consumers consider practicality, quality and technological devices

Economic fluctuations lead to increasing competitiveness by targeting mid-income consumers

E-commerce, appliances specialists and hypermarkets are positive performers

### PROSPECTS AND OPPORTUNITIES

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Convenience for busy Brazilians set to drive further demand for vacuum cleaners

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