



Euromonitor
International

Vacuum Cleaners in Italy

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic uncertainty slows vacuum cleaners sales

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Multi-functional stick vacuum cleaners replace cylinder and upright models

Chart 2 - Rowenta Launches the X-Force Flex 14.80 with a Flexible Arm to Clean Under Couches

Roborock drives robotic vacuum cleaners with innovative features

Chart 3 - Roborock Introduces New Vacuum Cleaner Equipped with a Robotic Arm

Italian consumers prioritise convenience and technology

WHAT'S NEXT?

Chinese brands and geopolitical tension set to drive competition

Ageing Italian population is anticipated to drive demand for ergonomic products

Brands are expected to localise their supply chains

Chart 4 - Analyst Insight

COMPETITIVE LANDSCAPE

Incumbents maintain their lead, while Shark emerges as a challenger

Roomba's possible acquisition and product innovation impact the competitive landscape

CHANNELS

Retail e-commerce leads vacuum cleaner sales with competitive pricing

Black month drives sales with aspirational brands and deals

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Italy - Industry Overview

EXECUTIVE SUMMARY

Innovation in multi-functionality and energy efficiency drive consumer appliances sales

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Geopolitical uncertainty drives brands to rethink their supply chains

Multi-functionality drives sales in personal care accessories and air fryers

Introduction of the EU Green Directive boosts sales in heat pumps

Chart 6 - A New Government Bonus to Support The Installation of Heat Pumps in Italy

WHAT'S NEXT?

Sales consumer appliances set to remain at low levels, due to the lack of government bonus

Presence of Asian brands set to drive consumer appliances' competitive landscape

Chart 7 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Beko and Oral-B drive market share shifts through innovation

Fnac-Darty's acquisition and Roborock's innovation reshape competitive dynamics

Chart 8 - Analyst Insight

CHANNELS

Appliances and electronics continue to hold leading channel sales
E-commerce gains regional traction and capitalises on special events

PRODUCTS

Midea embodies multi-functionality with the launch of its new air fryer
Chart 9 - Airfryers Become Larger and Include More Functions

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030
Chart 11 - PEST Analysis in Italy 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Italy 2025
Chart 13 - Consumer Landscape in Italy 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/vacuum-cleaners-in-italy/report.