

# Household Cleaning Equipment - UK - July 2012

Report Price: £1750 / \$2723 / €2181

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“With an ageing population, models that are lightweight and easy to manoeuvre are likely to become increasingly important in the vacuum cleaners market, while targeting pet owners also offers further opportunities. The latter links to health and hygiene, with an increasing focus likely to be seen on vacuum cleaners that help improve consumer health and home ambience, including sanitising carpets and improving air quality.”

– Richard Caines, Senior Household Care Analyst

## In this report we answer the key questions:

- How are lifestyles and the economic climate influencing NPD activity?
- Which factors influencing choice of vacuum cleaner will become more important?
- How can retailers and brands best attract vacuum cleaner purchasers?
- What role is the internet playing in the purchasing of vacuum cleaners?
- Do disposable products pose any threat to sales of cleaning cloths?
- What is the appeal of environmentally friendly products and those with antibacterial protection?

## Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

### Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to [oxygen@mintel.com](mailto:oxygen@mintel.com) or call one of our regional offices:

**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100