

Vacuum Cleaners - US - September 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Offering an improved vacuum cleaning experience – more maneuverable, lighter, quieter – may be as sure a path to increased market share as improved suction power. There are also opportunities to eliminate the experience altogether with robotics and to make vacuuming an essential step in protecting health.”
– John Owen, Senior Household Analyst

This report looks at the following areas:

- Improving the vacuuming experience
- Opportunities for robotics
- Health, wellness, and vacuuming

While the vacuum cleaner market suffered steep declines during the recession, it regained considerable momentum amid tentative improvement in the economy and a strengthening housing market.

Innovations in ease of use and versatility have also helped to give the category a boost in recent years and will likely continue to do so in coming years. Mintel's consumer research shows that there is still plenty of room to improve the vacuuming experience and that vacuum cleaner owners would be willing to pay more for a variety of added features and services the next time they purchase a vacuum.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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