

Vacuum Cleaners - US - October 2015

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

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"There's an opportunity to make traditional vacuums even more versatile and maneuverable. While cleaning power is as important as ever, improving the vacuuming experience may have an even greater impact on the market."

- John Owen, Senior Analyst, Household

This report looks at the following areas:

- A stable market with pockets of growth potential
- Traditional uprights remain the standard
- Full-size cordless and robotic vacuums gain momentum
- Suction power a cost of entry, maneuverability an opportunity to differentiate

For the purposes of this report, Mintel has used the following definitions:

The U.S. retail vacuum cleaners market, as defined by Mintel, refers to vacuum cleaners designed for the purpose of cleaning floors within the home, including carpets, rugs, and hard floors. Appliances primarily for commercial or professional use are excluded. Wet/dry vacuums or "shop vacuums" primarily designed for use in workshops and steam cleaners are also excluded from the market size definition but are included in the consumer research.

The market includes the following types of vacuums:

- upright vacuums
- canister vacuums
- stick vacuums (lighter, easy-to-handle vacuums)
- handheld vacuums
- robotic vacuums.

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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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Robotics continue to gain market share

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