

Household Cleaning Equipment - UK - July 2012

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"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?

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