

# Vacuum Cleaners in Thailand

December 2023

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## Vacuum Cleaners in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Busy lifestyles and rising health concerns fuel demand for vacuum cleaners

Smaller living spaces and increased hygiene concerns influence consumer purchasing decisions in 2023

Stick vacuum cleaners on the rise with Xiaomi leading the charge

#### PROSPECTS AND OPPORTUNITIES

Wet and dry stick vacuum cleaners likely to prove increasingly popular thanks to their convenience and adaptability

Rising concerns over pollution could help encourage more consumers to invest in vacuum cleaners

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