



# Vacuum Cleaners in Greece

December 2023

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## Vacuum Cleaners in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cylinder vacuum cleaners dominate sales, thought to provide thorough cleaning  
Robotic vacuum cleaners have low penetration but strong retail volume growth  
Stick vacuum cleaners drive growth, with consumers appreciating ease of use

#### PROSPECTS AND OPPORTUNITIES

Maturity to challenge growth of cylinder vacuum cleaners across the forecast period  
Convenience and ease drives growth of stick and robotic vacuum cleaners  
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