

# Vacuum Cleaners in Taiwan

January 2024

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## Vacuum Cleaners in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising inflation and a shift to spending on experiences challenges growth  
Robotic cleaners register the fastest increases as consumers appreciate convenience  
Stick vacuum cleaners drives sales as innovative models launch

#### PROSPECTS AND OPPORTUNITIES

Dyson set to expand its growth by launching more models in 2023  
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