



Vacuum Cleaners in Australia

November 2023

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Vacuum Cleaners in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic challenges temper demand, but stick and robotic vacuum cleaners maintain growth
Robotic vacuum cleaners continues to flourish
Dyson expands its presence by entering robotic vacuum cleaners

PROSPECTS AND OPPORTUNITIES

A resilient growth trajectory, driven by consumer preference, technology, and pricing strategies
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