Press Release

2014: Australia: Bumper Year for Vacuums

By the end of 2013, the vacuum cleaners market was at its highest value since 2005. While the overall market was growing, canister vacuum cleaners lost 10 percentage share points compared to the previous year – a dramatic change for this previously stable segment.

Driving the changing dynamics of the market was the popularity of portable vacuum cleaners. Consumers’ increasingly busy lifestyle has fuelled the explosive growth of portable vacuums such as Robots and Handsticks. Purchased by many consumers as a secondary product, the portable segments have added incremental value to the vacuums market, leading to the category’s overall growth. In just 2 years, these two segments combined have more than doubled in sales value.

Robot vacuum cleaners saw the strongest value growth in 2013 (albeit from a smaller base in 2012). There are a number of features that make robot vacuum cleaners the perfect proposition for consumers who want to get a quick clean with minimal effort. Robot vacuums are now relatively self-sufficient, and key features include: navigation software to ensure the entire floor space is covered, the ability to detect and avoid stairs/particular spaces, in-built camera devices, and even the ability to find their way back “home” to their charging stations when they are low on batteries. Consumers do pay a price for this convenience – the average price for a robot vacuum is the highest compared to other types, at $511.

Despite the popularity of portable vacuum cleaners, however, Canisters and Uprights are still the largest segments of the market, accounting for 2 out of 3 dollars spent.

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