

Household Vacuum Cleaners Market - Global Industry Analysis, Size, Share And Forecasts, 2012 - 2018

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REPORT DESCRIPTION

Global Household Vacuum Cleaners Market is Expected to Exceed USD 14 Billion by 2018: Transparency Market Research

Transparency Market Research published new market report "**Household Vacuum Cleaners Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2012 - 2018**," the household vacuum cleaners market is expected to reach USD 14.60 billion by 2018, growing at a CAGR of 4.9% from 2012 to 2018. Increasing awareness about the benefits of using vacuum cleaners particularly in the Asia-Pacific market is primarily driving the demand for household vacuum cleaners. In addition, the market growth is expected to accelerate due to rising household disposable incomes, advent of eco-friendly and energy-efficient vacuum cleaners and smaller sized apartments.

Canister vacuum cleaner segment had the largest share in the global household vacuum cleaners market in 2012, which accounted for more than 35% share and was valued at USD 4.21 billion. Robotic vacuum cleaner is expected to be the fastest growing segment in the overall household vacuum cleaners market owing to innovative features including acoustic sensors, sweeping brushes, self charging capabilities, and automated mapping capabilities. Rising electricity prices and stringent government regulations to reduce the noise level of

vacuum cleaners are expected to increase the demand for eco-friendly and compact household vacuum cleaners.

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Asia-Pacific was the largest market for household vacuum cleaners in 2012 and accounted for roughly 30.5% of the market. Growing number of households and rising disposable incomes increased the demand for household vacuum cleaners in emerging economies such as India, China and Brazil, These countries are expected to register substantial growth over the forecast period.

The household vacuum cleaner industry is moderately fragmented. Industry players are looking to strengthen their position in emerging markets such as Asia-Pacific, Middle East and Latin America. Electrolux was the largest player in the global household vacuum cleaners market in 2011 in terms of value. The other major players in the household vacuum cleaners market include Dyson, TTI Floor Care, Bissell and Miele among others.

The household vacuum cleaners market is analyzed by product type and geography. These segments are further categorized as follows:

- **By type**
 - Upright vacuum cleaners
 - Canister vacuum cleaners
 - Central vacuum cleaners
 - Robotic vacuum cleaners
 - Drum vacuum cleaners
 - Wet/dry vacuum cleaners
 - Other vacuum cleaners (Handheld, stick etc)
- **By retail selling price**
 - Price less than USD 200
 - Price more than USD 200
- **By geography**
 - North America
 - Europe

- Asia-Pacific
- Rest of the World (RoW)

TABLE OF CONTENTS

Chapter 1 Preface

- 1.1 Research scope and description
- 1.2 Research methodology

Chapter 2 Executive Summary

Chapter 3 Market Overview

- 3.1 Introduction
- 3.2 Market dynamics
 - 3.2.1 Market drivers
 - 3.2.1.1 Rising income levels and demand for more than one vacuum cleaner per household
 - 3.2.1.2 Advent of advanced and efficient appliances
 - 3.2.2 Market restraints
 - 3.2.3 Opportunities
- 3.3 Porter's five forces analysis
 - 3.3.1 Bargaining power of suppliers
 - 3.3.2 Bargaining power of buyers
 - 3.3.3 Threat of new entrants
 - 3.3.4 Threat from substitutes
 - 3.3.5 Rivalry among existing competitors
- 3.4 Value chain analysis
- 3.5 Market attractiveness analysis

Browse the full report at

<http://www.transparencymarketresearch.com/household-vacuum-cleaners-market.html>

Chapter 4 Household Vacuum Cleaners Market, By Type (Revenues)

4.1 Upright household vacuum cleaners

4.1.1 Upright household vacuum cleaners market size and forecast by retail price, 2011 – 2018

4.2 Canister household vacuum cleaners

4.2.1 Canister household vacuum cleaners market size and forecast by retail price, 2011 – 2018

4.3 Central household vacuum cleaners

4.3.1 Central household vacuum cleaners market size and forecast by retail price, 2011 – 2018

4.4 Robotic household vacuum cleaners

4.4.1 Robotic household vacuum cleaners market size and forecast by retail price, 2011 – 2018

4.5 Drum household vacuum cleaners

4.5.1 Drum household vacuum cleaners market size and forecast by retail price, 2011 – 2018

4.6 Wet/dry household vacuum cleaners

4.6.1 Wet/dry household vacuum cleaners market size and forecast by retail price, 2011 – 2018

4.7 Other household vacuum cleaners

4.7.1 Other household vacuum cleaners market size and forecast by retail price, 2011 – 2018

Chapter 5 Household Vacuum Cleaners Market, By Geography (Revenues)

5.1 North America household vacuum cleaners market size and forecast

5.2 Europe household vacuum cleaners market size and forecast

5.3 Asia Pacific household vacuum cleaners market size and forecast

5.4 Rest of the World (RoW) household vacuum cleaners market size and forecast

Chapter 6 Competitive Landscape

6.1 Market share analysis

6.2 Strategies adopted by market leaders

Chapter 7 Company Profiles

7.1 Electrolux Group

7.1.1 Company overview

7.1.2 Financial performance

7.1.3 Product portfolio

7.1.4 Business strategies

7.1.5 Recent developments

7.2 Stanley Black & Decker

7.2.1 Company overview

7.2.2 Financial performance

7.2.3 Product portfolio

7.2.4 Business strategy

7.2.5 Recent development

7.3 Dyson Ltd

7.3.1 Company overview

7.3.2 Financial performance

7.3.3 Product portfolio

7.3.4 Business strategy

7.3.5 Recent developments

7.4 TTI Floor Care

7.4.1 Company overview

7.4.2 Financial overview

7.4.3 Product portfolio

7.4.4 Business strategy

7.4.5 Recent developments

7.5 Oreck Corporation

7.5.1 Company overview

7.5.2 Product portfolio

7.5.3 Recent developments

7.6 Miele

7.6.1 Company overview

7.6.2 Financial performance

7.6.3 Business strategies

7.6.4 Recent developments

7.7 Eureka Forbes Ltd

7.7.1 Company overview

7.7.2 Financial performance

7.7.3 Product portfolio

7.7.4 Business strategy

7.7.5 Recent development

7.8 Haier Group

7.8.1 Company overview

7.8.2 Financial performance

7.8.3 Product portfolio

Browse the full report at

<http://www.transparencymarketresearch.com/household-vacuum-cleaners-market.html>

7.9 LG Electronics Inc.

7.9.1 Company overview

7.9.2 Financial performance

7.9.3 Product portfolio

7.9.4 Business strategy

7.9.5 Recent developments

7.10 iRobot Corporation

7.10.1 Company overview

7.10.2 Financial performance

7.10.3 Product portfolio

7.10.4 Business strategies

7.10.5 Recent developments

7.11 Panasonic Corporation

7.11.1 Company overview

7.11.2 Financial overview

7.11.3 Product portfolio

7.11.4 Business strategy

7.11.5 Recent developments

7.12 BISSELL Homecare LLC

7.12.1 Company overview

7.12.2 Product portfolio

7.12.3 Business strategies

7.12.4 Recent developments

7.13 Royal Philips Electronics

7.13.1 Company overview

7.13.2 Financial overview

7.13.3 Product portfolio

7.13.4 Business strategies

7.13.5 Recent development

7.14 Samsung

7.14.1 Company overview

7.14.2 Financial overview

7.14.3 Product portfolio

7.14.4 Business strategies

7.14.5 Recent development

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We are privileged with highly experienced team of Analysts, Researchers and Consultants, who use proprietary data sources and various tools and techniques to gather, and analyze information. Our business offerings represent the latest and the most reliable information indispensable for businesses to sustain a competitive edge.

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