



Vacuum Cleaners in Sweden

February 2026

Table of Contents

Vacuum Cleaners in Sweden - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic uncertainty and high penetration drive volume decline

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Economic uncertainty drives volume decline

Multi-functionality and compact designs enhance value proposition

Chart 2 - Electrolux Launches the Wet and Dry Stick Vacuum Cleaner Model Electrolux Ultimate 80

Smart and AI-powered innovation optimises performance

Chart 3 - Roborock Launches The Robotic Vacuum Cleaner Model Roborock Saros Z70

WHAT'S NEXT?

Volume decline to continue amid market maturity and second-hand emergence

Sustainability credentials become essential for competitive positioning

Smart innovation and health focus drive premiumisation opportunities

COMPETITIVE LANDSCAPE

Electrolux AB and Wilfa Sverige AB lead as market concentration shifts

Dreame Technology Co Ltd gains traction through value and design innovation

CHANNELS

Specialist retailers enhance omnichannel integration

PRODUCTS

Premiumisation drives demand for feature-rich appliances

Chart 4 - Roborock Launches The Roborock Saros 10

COUNTRY REPORTS DISCLAIMER

[Consumer Appliances in Sweden - Industry Overview](#)

EXECUTIVE SUMMARY

Economic caution drives volume decline amid sustainability surge and government support

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Households delay purchases amid economic unease and high price sensitivity

Convenience and customisation priorities shape product innovation in Sweden

Chart 6 - LG Launches Trusteam Technology

Segmented consumer focus intensifies as economic pressures deepen

Chart 7 - Netonnet Launches The Private Label Avant

WHAT'S NEXT?

Volume sales set to decline as sustainability and energy efficiency concerns reshape demand

Manufacturers expected to shift towards service-based offerings and connectivity innovation

Chart 8 - Analyst Insight

Design personalisation is set to become a key differentiator

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Leading global brands maintain lead despite minor share shifts

Dreame brand gains traction in robotic vacuum cleaners

CHANNELS

Appliances and electronics specialists and e-commerce dominate sales

Omnichannel strategies reshape the role of physical stores

PRODUCTS

Smart and AI-powered appliances enhance functionality and sustainability

Chart 10 - Electrolux Launches Electrolux 800 Steampro Mealassist With AI Tasteassist Innovation

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Sweden 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Sweden 2025

Chart 14 - Consumer Landscape in Sweden 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/vacuum-cleaners-in-sweden/report.