



# Vacuum Cleaners in Chile

February 2026

Table of Contents

## Vacuum Cleaners in Chile - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Technology improvements spike retail value sales

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Consumers warm to cordless and portable solutions

Chart 3 - Midea's Upright Self-Cleaning Mop Vacuum Cleaner Taps into Popularity of Cordless Solutions

Standard vacuum cleaners dominate but robotic models gain demand

Multi-functionality and compact design and premiumisation drive market dynamics

Chart 4 - Samsung's Bespoke Jet Bot Combo with Steam+Cleaning Station

#### WHAT'S NEXT?

Vacuum cleaners to continue to grow sales despite already high penetration

Lower prices for high technology to help robotic vacuum cleaners win over consumers

Robust key trends shaping the outlook

#### COMPETITIVE LANDSCAPE

Thomas is the leading brand in a changing competitive landscape

Opportunities emerging from market dynamics

#### CHANNELS

Retail offline still dominates despite ongoing encroachment of retail e-commerce

Retail e-commerce gains traction with wide choice and price promotions

#### COUNTRY REPORTS DISCLAIMER

## Consumer Appliances in Chile - Industry Overview

### EXECUTIVE SUMMARY

Consumer appliances in Chile shows resilience and dynamism

### KEY DATA FINDINGS

Chart 5 - Key Trends 2025

Chart 6 - Analyst Insight

#### INDUSTRY PERFORMANCE

Strong competition and new entrants foster development and growth

Refrigeration appliances benefit from essential positioning while dishwashers are trending

Home HVAC products see the fastest retail value sales growth

#### WHAT'S NEXT?

Chilean households to use improving budgets to purchase key household appliances

Segmented consumer focus to drive the product offer

Key trends shaping performance

Chart 7 - Growth Decomposition of Consumer Appliances 2024-2029

#### COMPETITIVE LANDSCAPE

Midea's growth and SharkNinja's entry disrupt the competitive landscape in Chile

Chart4 Ninja - Gains Momentum in Chile with an Attractive Family of Products

Chart 8 - Midea Expands Through a Wide Portfolio of Products

Dynamic brand activity in small appliances

## CHANNELS

Retail offline continues to dominate distribution in a changing landscape

Retail e-commerce gains traction with competitive pricing

## ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030

Chart 10 - PEST Analysis in Chile 2025

## CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Chile 2025

Chart 12 - Consumer Landscape in Chile 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-chile/report](http://www.euromonitor.com/vacuum-cleaners-in-chile/report).