



Euromonitor  
International

# Vacuum Cleaners in France

February 2026

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## Vacuum Cleaners in France - Category analysis

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Innovation, premiumisation, and digital engagement sustain market momentum

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#### INDUSTRY PERFORMANCE

Multi-functionality drives value sales through innovation

Influencers and social media fuel sales growth

Robotic vacuum cleaners strengthen their role in household cleaning

Traditional brands adapt to evolving consumer expectations

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#### WHAT'S NEXT?

Premiumisation and durability support long-term value growth

Robotic vacuum cleaners lead innovation-driven expansion

Digital ecosystems and e-commerce reshape competitive dynamics

#### COMPETITIVE LANDSCAPE

Rowenta maintains leadership in a fragmented market

Innovation and marketing drive competitive differentiation

Stable market structure supports long-term competition

#### CHANNELS

Appliances and electronics specialists remain central to distribution

Retail e-commerce gains momentum through price competitiveness

Omnichannel strategies shape future retail development

#### PRODUCTS

Multi-functionality and convenience drive product development

Robotic vacuum cleaners expand with smart technologies

Digital engagement and branding influence product success

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

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Small appliances drive resilience amid weak housing activity

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Sluggish housing market constrains major appliances demand

Large cooking appliances retain leading position

Multifunctionality supports growth in small appliances

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Seb and BSH dominate market with diverse product portfolios  
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## CHANNELS

Appliance specialists and online retailers drive sales growth  
Retail e-commerce gains traction through competitive pricing  
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Private label ranges and premiumisation drive product innovation  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/vacuum-cleaners-in-france/report](http://www.euromonitor.com/vacuum-cleaners-in-france/report).