



**Euromonitor  
International**

# Vacuum Cleaners in the US

November 2025

Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Modest growth in sales driven by affordability, innovation, and smart technology trends

Chart 1 - Key Trends 2025

### INDUSTRY PERFORMANCE

Trade tariffs and supply chain disruptions limit volume growth

Affordability and strategic pricing sustain appeal

Chart 2 - Hoover's Affordable Handheld Vacuum Targets Niche Consumer Segments

Advanced technology meets consumer demand for efficiency

### WHAT'S NEXT?

Smart technology adoption to propel growth in robotic vacuum cleaners

Sustainability and smart technology drives innovation

### COMPETITIVE LANDSCAPE

Bissell and SharkNinja lead moderately concentrated landscape

Chart 3 - Robotic Offerings by Ecovacs Promise Sustainable Performance Through Increased Efficiency

Innovation and adaption sustain leading brands' positions

SharkNinja shifts production to avoid tariffs and reduce costs

### CHANNELS

E-commerce benefits from competitive pricing and product variety

Tarif policies may impact e-commerce share in favour of offline retailers

### PRODUCTS

Sustainability and energy efficiency shape innovation

Chart 4 - Analyst Insight

Portable models attract urban consumers through versatility

Chart 5 - Dyson's Cordless Stick: A Multifunctional Tech Offering

### COUNTRY REPORTS DISCLAIMER

Consumer Appliances in the US - Industry Overview

## EXECUTIVE SUMMARY

Economic pressures reshape consumer appliances in the US

## KEY DATA FINDINGS

Chart 6 - Key Trends 2025

### INDUSTRY PERFORMANCE

Tariffs and consumer behaviour shape market dynamics

Economic pressures drive product segmentation

Chart 7 - Midea's U-Shaped Air Conditioner Aims at Affordability and Innovation

Continued demand for refrigeration appliances despite decline

### WHAT'S NEXT?

Economic pressures and rising price sensitivity will reshape purchasing patterns

Consumers replace rather than repair appliances as durability declines

Rising energy efficiency drives stronger competition between heat pumps and air conditioners

Chart 8 - Analyst Insight

## Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

### COMPETITIVE LANDSCAPE

Leading brands maintain positions through diversified portfolios

Emerging players and innovation drive market dynamics

### CHANNELS

E-commerce gains share as consumers prioritise convenience

Specialists appreciated for in-store advice

Small appliances thrive in e-commerce with diverse offerings

### PRODUCTS

Multifunctionality and compact design drive innovation

Chart 10 - Air Fryers Increasing Functionality by Adding Self-Cleaning Capabilities

Health and wellness focus influences product development

Chart 11 - The Ninja Detect Blender Combines Smart Features and Multifunctionality

### ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in the US 2025

### CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in the US 2025

Chart 15 - Consumer Landscape in the US 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-the-us/report](https://www.euromonitor.com/vacuum-cleaners-in-the-us/report).