Euromonitor International

Vacuum Cleaners in Hong Kong, China

February 2026

Table of Contents

Vacuum Cleaners in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth potential despite high household penetration

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Slowing demand despite economic stability

Smart & AI-powered features drive retail value sales

Chart 3 - Samsung Releases Cordless Vacuum Cleaner with AI-Cleaning Modes to Optimise Workload

Multi-functionality and compact design shape new product developments

Chart 4 - Dyson's V16 Piston Vacuum Cleaner Shows the New Cordless Designs as the Norm

WHAT'S NEXT?

Vacuum cleaners to return to growth as advanced models become the norm

Positive growth performances anticipated from standard and robotic vacuum cleaners

Sustainability and energy efficiency to shape development

Chart 5 - Dyson Omni-Glide Vacuum Cleaner Uses its Hyperdymium Motor to Clean Faster with Less Power

COMPETITIVE LANDSCAPE

Focus on innovative and efficient cleaning products

Opportunities for new entrants to gain traction

CHANNELS

Consumers continue to appreciate the personal purchasing experience in appliances and electronics specialists

Retail e-commerce gains traction with wide assortments, competitive pricing and convenience

Consumer Appliances in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Slow retail volume sales growth in a challenging market

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Varying retail volume growth performances

Multi-functionality and compact design and smart and AI-powered appliances shape the industry

Chart 8 - Bosch Releases a 82x60cm Mini Fridge for Space-Conscious Consumers

Chart 9 - Samsung Launches its Bespoke AI Microwave Series

Sustainability drives innovation in product design

Chart 10 - Panasonic Launches Energy-Efficient Rice Cooker with Induction Heating/Infrared Tech

WHAT'S NEXT?

Microwaves to register the highest retail volume and value CAGRs

Air conditioners to remain the largest contributor in value sales terms

Personal care appliances to maintain highest retail volume sales

Chart 11 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Leading companies gain a competitive edge through innovation catering to key trends

New entrants and e-commerce pose challenges

CHANNELS

Apparel and electronics specialists retain their appeal among local consumers
Retail e-commerce develops as a channel to gain weight in the industry

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030
Chart 13 - PEST Analysis in Hong Kong, China 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Hong Kong, China 2025
Chart 15 - Consumer Landscape in Hong Kong, China 2025

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-hong-kong-china/report.