



Euromonitor  
International

# Vacuum Cleaners in Germany

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## Vacuum Cleaners in Germany - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Robotic and stick vacuum cleaners see volume growth, although the overall increase is minimal

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Despite a high possession rate, growth driven by upgrading and rising incomes

Standard vacuum cleaners remains dominant despite declining sales

Convenience and customisation trend drives growth

Chart 2 - Robotic Vacuum Cleaners from Roborock and Dreame Have "Arms" and "Legs"

Dust protection and hygiene features drive premium sales

Chart 3 - Miele Launches Guard L1 Comfort Vacuum Cleaner With Optimal Dust Protection

Compact and multifunctional designs boost sales

Chart 4 - Samsung's New Bespoke AI Jet is Even Slimmer Than its Predecessor

#### WHAT'S NEXT?

Value growth as consumers expected to upgrade, despite volume decline

Continued dynamism for robotic vacuum cleaners as consumers seek to save time

Chart 5 - Analyst Insight

Sustainability to be driven by regulation and changing consumer behaviour

#### COMPETITIVE LANDSCAPE

Dyson and Miele lead with innovation and trust, predominately in standard vacuum cleaners

Innovation drives growth for players in robotic vacuum cleaners

#### CHANNELS

Appliances and electronics specialists drives offline sales

Retail e-commerce gains traction due to changing habits, with a move to omnichannel

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

### EXECUTIVE SUMMARY

Low volume increase, while premiumisation and technology drive higher value growth

### KEY DATA FINDINGS

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#### INDUSTRY PERFORMANCE

Premium features drive value growth despite muted volume increase

Smart and AI-powered consumer appliances increasingly favoured

Chart 7 - Samsung Launches Bespoke AI Jet Ultra Cordless Stick Vacuum in Germany

Consumers seek multifunctional, compact products to save space and offer convenience

Chart 8 - Cosori Launches Dual-Chamber Turbo Tower Pro Smart

#### WHAT'S NEXT?

Premiumisation expected to drive growth

Dynamism for heat pumps due to energy efficiency and cost savings

Smart technologies and multifunctionality to shape the future

Chart 9 - Analyst Insight

Chart 10 - Growth Decomposition of Consumer Appliances 2024-2029

## COMPETITIVE LANDSCAPE

Leading manufacturers maintain strength through innovation and distribution  
SharkNinja raises the competition, and opportunities remain

## CHANNELS

Appliances and electronics specialists leads offline sales with premium offerings  
The rise of retail e-commerce and further prospects for omnichannel retailing

## ECONOMIC CONTEXT

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