



Vacuum Cleaners in Colombia

February 2026

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Pet ownership and cordless innovation support category growth

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Standard vacuum cleaners dominate sales

Smart technologies influence brand visibility

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Standard vacuum cleaners remain dominant but robotic vacuums gain traction

Smart technologies and e-commerce to shape future sales

COMPETITIVE LANDSCAPE

Electrolux maintains lead with diverse product portfolio

New entrants and product innovations create market opportunities

CHANNELS

Hypermarkets and specialists drive offline sales with strong customer service

Retail e-commerce gains traction with competitive pricing and promotions

No new retail brands or concepts anticipated to emerge in 2026

PRODUCTS

Cordless and portable solutions drive innovation with versatile designs

Segmented consumer focus leads to specialised cleaning solutions

Smart technologies influence brand visibility and consumer convenience

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CHANNELS

Hypermarkets lead distribution channels with strong promotions
Retail e-commerce grows with competitive pricing and promotions
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