



# Vacuum Cleaners in Romania

February 2026

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Premiumisation and innovation boost growth in vacuum cleaners

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Robotic vacuum cleaners lead growth and market share

Sustainability and technology drive future sales

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Rowenta and Samsung maintain lead through innovation

Opportunities arise from technological advancements and premiumisation

#### CHANNELS

Chained appliances and electronics specialists drive offline sales

Internet retailing gains traction with expanded offerings

No new retail concepts or collaborations emerge in 2026

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Premium features and innovation drive sales

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Beko Corp maintains its position amongst leading companies with strong brand portfolio  
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## CHANNELS

Appliances and electronics specialists lead offline sales  
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