



# Vacuum Cleaners in the United Kingdom

January 2026

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Smart tech and premiumisation drive value in UK vacuum cleaners

Chart 1 - Key Trends 2025

### INDUSTRY PERFORMANCE

Cordless and smart solutions drive sales despite economic challenges

Chart 2 - Shark Adds Another Cordless Model to its Lineup

Standard vacuum cleaners dominate sales, robotic vacuum cleaners drive growth

Chart 3 - Analyst Insight

Smart and AI-powered technology revolutionises cleaning convenience

Chart 4 - Roborock Launches Robotic Vacuum Cleaner With AI-Controlled Folding Arm

### WHAT'S NEXT?

Robotic and cordless vacuum cleaners to drive future growth

Cordless solutions to lead with improved portability and battery performance

Growing shift towards refurbished goods as part of government initiative and demand for more sustainable solutions

### COMPETITIVE LANDSCAPE

SharkNinja and Dyson continue to lead amidst competition from smaller players

### CHANNELS

E-commerce dominates distribution with wide product choice

### PRODUCTS

Multifunctionality drives innovation with advanced features

Chart 5 - Eufy Launches X10 Pro Omni

### COUNTRY REPORTS DISCLAIMER

Consumer Appliances in the United Kingdom - Industry Overview

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