



Vacuum Cleaners in Germany

February 2026

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2025 DEVELOPMENTS

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

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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

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Dust protection and hygiene features drive premium sales

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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](#)

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

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CHANNELS

Appliances and electronics specialists leads offline sales with premium offerings
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