



# Vacuum Cleaners in Romania

January 2024

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## Vacuum Cleaners in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Vacuum cleaners continue to benefit from consumers' high standards for clean and hygienic homes  
Consumers seek energy efficient vacuum cleaners to help keep their utility bills down  
Innovation activities remain high in vacuum cleaners

#### PROSPECTS AND OPPORTUNITIES

Dynamic performance set to continue, stimulated by ongoing innovation  
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