



Vacuum Cleaners in Ukraine

March 2026

[Table of Contents](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Vacuum cleaners continue on a steady growth path

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Energy efficiency and convenience drive sales growth

Standard vacuum cleaners dominate the market

Convenience and technology shape consumer preferences

WHAT'S NEXT?

Bright outlook for vacuum cleaners

Standard vacuum cleaners to remain dominant but robotic models set for further growth

Energy efficiency and multifunctionality shaping the market's future

COMPETITIVE LANDSCAPE

Thomas and Bosch lead sales of vacuum cleaners in 2025

Robotic vacuum cleaners rise up in 2025

CHANNELS

Online sales increase as consumers seek convenience and a broader product selection

Appliances and electronics specialists still dominate sales

PRODUCTS

Smart and AI-powered robotic vacuum cleaners driving innovation

Chart 3 - Smarter AI a Feature of New Robotic Vacuum Cleaners

Segmented consumer focus drives product specialisation

Chart 4 - Philips 5000 Series Offers Multiple Features to Attract Sales

Health and wellness focus drives demand for advanced filtration systems

Chart 5 - Bosch Offers Full Anti-Allergy Protection at a Reasonable Cost

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Ukraine's consumer appliances market continues on the path to recovery in 2025

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Ukrainians prioritise energy-efficient appliances amid economic pressures

Players focus on meeting the needs of a broad base of consumers

Players respond to evolving consumer demands

WHAT'S NEXT?

Energy-efficient and smart appliances set to drive market growth

Consumers expected to show growing demand for multifunctional and compact designs

Home laundry appliances to be the fastest-growing subcategory

Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Established players dominate with innovation and value

No significant mergers or acquisitions in 2025

CHANNELS

Online marketplaces making significant inroads in consumer appliances

Omnichannel retailing drives growth in consumer appliances

Store-based retailers continue to dominate

PRODUCTS

Sustainability drives innovation in consumer appliances

Chart 9 - Whirlpool's Front-Loading Washer Cuts Energy Use by 50% with 6th Sense Sensors

Multi-functionality and compact design gain traction

Chart 10 - Tefal FW605810 Easy Fry Oven – 10-in-1 Compact Air Fryer & Oven

Segmented consumer focus boosts market coverage

Chart 11 - Segmented Consumer Focus of Bosch Dishwashers

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Ukraine 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Ukraine 2025

Chart 15 - Consumer Landscape in Ukraine 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/vacuum-cleaners-in-ukraine/report.