



Vacuum Cleaners in the United Kingdom

January 2026

[Table of Contents](#)

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

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-the-united-kingdom/report.