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Household Floor Care Appliances: United States

July 2018



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About This Report

Scope & Method

This report forecasts to 2022 US electric household floor care appliance demand and shipments in nominal US dollars at the manufacturer level. Total demand is segmented by type in terms of:

- floor cleaners
- floor cleaner parts and accessories
- floor polishers and waxers
- floor polisher and waxer parts and accessories

To illustrate historical trends, total demand, total shipments, and the various demand segments are provided in annual series from 2007 to 2017.

This report encompasses electric appliances. Mechanical, non-electrical products (e.g., brooms, manual carpet sweepers, and mops); robotic vacuum cleaners; steam cleaners; and floor care appliances designed for commercial or industrial use are excluded from the scope. Parts for use in the manufacture of floor care appliances as well as replacement parts are included in the parts segments. Rubber belts for use in vacuum cleaners are not included. Re-exports of household floor care appliances are excluded from demand figures.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Household Floor Care Appliances: United States (FF90022) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

About This Report

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 7 | Industry Codes Related to Household Floor Care Appliances

| NAICS/SCIAN 2007 | | SIC | |
|---|------------------------------|------------------------------------|---------------------------|
| North American Industry Classification System | | Standard Industrial Classification | |
| 335212 | Household Vacuum Cleaner Mfg | 3635 | Household Vacuum Cleaners |
| | | 3639 | Household Appliances, NEC |

Source: US Census Bureau

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Resources

The Freedonia Group

Freedonia Industry Studies

Global Hard-Surface Flooring, September 2017

Global Carpets & Rugs, August 2017

Global Flooring Market, January 2017

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Carpets & Rugs: United States

Flooring: United States

Hard-Surface Flooring: United States

Household Cooking Appliances: United States

Household Laundry Equipment: United States

Household Refrigerators & Freezers: United States

Housing: United States

Outdoor Furniture & Grills: United States

Personal Care Appliances: United States

Small Kitchen Appliances: United States

Freedonia Custom Research

Trade Publications

Floor Covering Weekly

Hardware Retailing

Home Furnishings News

HomeWorld Business

Response Magazine

Agencies & Associations

Association of Home Appliance Manufacturers

Bureau of Economic Analysis

The Carpet and Rug Institute

International Housewares Association

National Retail Federation

North American Retail Hardware Association

United States Census Bureau

United States International Trade Commission

Vacuum Dealers Trade Association

World Floor Covering Association