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Household Floor Care Appliances: United States

January 2021



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About This Report

Scope

This report forecasts to 2020 and 2024 US household floor care appliance demand and shipments in nominal US dollars at the manufacturer level. Total demand is segmented by product in terms of:

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

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2009 to 2019.

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.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, 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 secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and 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

About This Report

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 | NAICS & SIC Codes Related to Household Floor Care Appliances

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
335210	Small Electrical Appliance Manufacturing	3635	Household Vacuum Cleaners
		3639	Household Appliances, NEC

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia 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

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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.

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Resources

The Freedonia Group

Freedonia Industry Studies

Global Flooring

Global Major Household Appliances

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Appliances & Electronics: United States

Ceramic Tile: United States

Construction: United States

Consumer Wipes: United States

Flooring: United States

Global Major Household Appliances: United States

Household Cooking Appliances: United States

Housing: United States

Janitorial Equipment & Supplies: United States

Laundry Equipment: United States

Major Household Appliances: United States

Porcelain Tile: United States

Small Kitchen Appliances: United States

Freedonia Custom Research

Trade Publications

Floor Covering Weekly

Hardware Retailing

Home Furnishings News

HomeWorld Business

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 & Sewing Dealers Trade Association

World Floor Covering Association