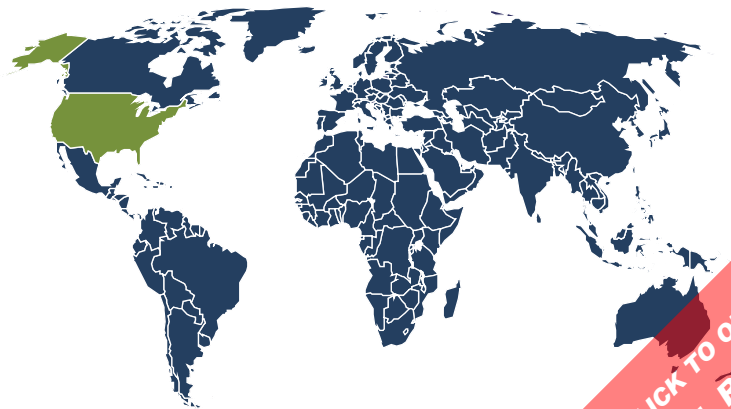


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Household Floor Care Appliances: United States

August 2016



Highlights

Market Environment

Historical Trends | Key Economic Indicators | Trade | Retail Overview

Segmentation and Forecasts

Demand | Shipments

Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

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ABOUT THIS REPORT

Scope & Method

This report forecasts US household floor care appliance demand and shipments in US dollars at the manufacturers' level to 2020. Total demand is segmented by type in terms of:

- vacuum cleaners
- vacuum cleaner parts and accessories
- floor polishers and waxers
- other appliances such as floor cleaning robots, motorized floor sweepers, shampooers, and steam cleaners
- other appliance parts and accessories.

Demand and shipment figures encompass electrical appliances, including plug-in and battery-operated devices. Mechanical, non-electrical products (eg, manual carpet sweepers) are excluded from the scope of this report, as are floor care appliances designed specifically for commercial or industrial use. 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.

To illustrate historical trends, total demand, total shipments, and the various demand segments are provided in annual series from 2005 to 2015.

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:

- 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

The topic of this report is related to the following industry codes:

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

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www.responsemagazine.com

Floor Covering Weekly

www.fcw1.com

Hardware Retailing

www.hardwareretailing.com

Home Furnishings News

www.hfnmag.com

HomeWorld Business

www.homeworldbusiness.com

Retailing Today

www.retailingtoday.com

Agencies & Associations

Association of Home Appliance Manufacturers

www.aham.org

Bureau of Economic Analysis

www.bea.gov

The Carpet and Rug Institute

www.carpet-rug.org

International Housewares Association

www.housewares.org

National Retail Federation

www.nrf.com

North American Retail Hardware Association

www.nrha.org

United States Census Bureau

www.census.gov

United States International Trade Commission (USITC)

www.usitc.gov

Vacuum Dealers Trade Association

www.vdta.com

World Floor Covering Association

www.wfca.org

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