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MARKETING RESEARCH

RQ- Despite there being a large market for vacuum cleaners in India, what are the factors that limit the Indian consumers from using vacuum cleaners along with the openness to newer brands in the market.

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Introduction

Vacuum cleaners are electrical devices designed to effectively clean a variety of surfaces by suctioning up dust and small particles, which are then collected in a dust bag or cyclone chamber. Despite their efficiency, vacuum cleaners remain one of the least purchased consumer electronics in India.

Historically, the Indian vacuum cleaner market has [grown slowly](#), at a rate of just 1-2% per annum. However, a significant shift occurred in 2020, driven by the COVID-19 pandemic. Lockdowns heightened awareness of hygiene and increased the burden of household chores, leading more Indians to invest in vacuum cleaners. Consequently, the market growth rate surged to [5-6%](#) in 2020.

Nevertheless, vacuum cleaner penetration in Indian households remains low compared to other appliances. For instance, refrigerators have a penetration rate of [33%](#), washing machines 12%, and air conditioners just over 5%. Despite both vacuum cleaners and washing machines being available for a similar duration, their adoption has taken vastly different paths. Washing machines are widely recognized for alleviating homemakers' workloads, whereas vacuum cleaners, though equally capable, encounter challenges such as higher costs and the need for user education, particularly in households that typically rely on domestic help for cleaning.

Traditionally, vacuum cleaners in India were marketed by highlighting the presence of invisible dust and unhygienic particles in homes, often using direct selling strategies. Approximately 40% of vacuum cleaners are still sold through these channels. However, the market is shifting towards a technology-driven approach, with established brands like Eureka Forbes and Panasonic leading the charge, alongside newer entrants like Dyson, which are introducing advanced models at premium price points.

Executive Summary

India's reliance on traditional cleaning methods persists despite the availability of modern appliances. While vacuum cleaners offer convenience and efficiency, their high cost and perceived maintenance requirements often deter Indian consumers. Many still prefer the thoroughness of traditional cleaning practices like mopping, sweeping, and dusting. This preference is rooted in cultural familiarity and the belief in the effectiveness of these methods.

Although brands like Dyson have introduced innovative vacuum cleaners, their premium pricing further limits their accessibility to the Indian market. This has led many consumers to opt for less expensive alternatives or continue using traditional cleaning methods.

Through this research, we want to understand all the factors that lead up to Indians within our target demographic market and their views regarding vacuum cleaners: what helps them consider vacuum cleaners, their preference in using vacuum cleaners over traditional methods, convenience, brands of choice etc.

We would also further like to understand what Dyson aims to achieve by mass marketing their product when it isn't essentially meant for all audiences.

1. Do people from the age group 25-50 believe vacuum cleaners are more efficient in terms of cleaning as opposed to the traditional methods?
2. What acts as a hindrance for people from the age group 25-50 when it comes to adapting vacuum cleaners as a cleaning appliance for their households?
3. Are people from the age group 25-50 even aware of the innovative vacuum cleaner brands like Dyson and their products?

Literature Review

The Indian household cleaners market at present has an ever-increasing demand since the rising consumer awareness about maintaining household cleanliness. There has also been a prevalence of viruses and bacteria causing flu-like symptoms along with other more complicated health issues. The government of India has also been taking initiatives frequently to spread awareness about the importance of household hygiene. Furthermore, there is a wide range of products available in the current market that aids household hygiene. (India Household Cleaners Market: Industry Trends, Share, Size, Growth, Opportunity, and Forecast 2023-2028, IMARC)

Covid-19 has changed the outlook of Indian consumers towards hygiene drastically. India hasn't been a very good market for cleaning appliances like vacuum cleaners, air purifiers, spin-mop, and so on since its house help was always a much easier and more convenient option. Many companies in the cleaning sector in India have reported a surge in demand post-pandemic. For instance, Cello Group, which is India's largest consumer household product manufacturer has reported 50% sales growth in the cleaning category pre and post-pandemic.

One of the reasons attributed to this sudden change could be the fact that the majority of people started spending a lot more time in their homes after Covid-19. India is still at a nascent stage when it comes to the cleaning category but there has been a spike in the increase in demand for cleaning appliances and the category is said to increase quite a lot in the near future. (Use of cleaning products in India is still at a nascent stage, Financial Express)

The Indian Vacuum Cleaner market is estimated to grow at a CAGR of around 7.5% during the forecast period, i.e., 2021-26. The predominant reason for this changing market behaviour is rising awareness amongst Indian consumers about various benefits of vacuum cleaners like lifting dirt and dust effectively from places that are tough to clean manually. Swachh Bharat Mission also played a big role in promoting and encouraging people towards cleanliness and sanitation. The availability of vacuum cleaners and its plethora of types like Robotic, Drum, Upright, etc has increased very much. (India Vacuum Cleaners Market Research Report: Forecast (2021-2026))

Dyson has invested 100 million pounds in India since it entered the market about 4 years ago. Although it's still in the beginning stage, the growth potential is very promising. Dyson conducted a Global Dust Study which stated that 76% of Indians have increased how often they clean their homes since Covid-19. (Dyson marks India as a global priority market, plans product and retail expansion:APAC president, Times Of India)

Competition

Kent, Eureka Forbes, and Philips dominate the Indian vacuum cleaner market, each offering distinct products and value propositions. Kent, known for its water purifiers, has expanded into vacuum cleaners with a range of bagless and cordless models featuring HEPA filters and cyclone technology. Their products are priced competitively at INR 7-9K per unit.

Eureka Forbes, a leading brand in India, boasts a comprehensive range of vacuum cleaners, from cordless and stick models to handheld options. Their products are known for their durability, value, and use of bagless technology. Prices vary widely, ranging from INR 3-30K+ depending on the model.

Philips, a newer entrant to the Indian vacuum cleaner market, offers a premium range of bagless, cordless, and stick models. While their products primarily focus on dust collection, they also incorporate cyclone technology.

Similar to Eureka Forbes, Philips vacuum cleaners are priced between INR 3-30K+ and may include additional charges for accessories.

Methodology

Our survey aimed to understand Indian consumers' attitudes towards vacuum cleaners, their reasons for using or avoiding them, and their perceptions of the Dyson brand. We employed a mixed-method approach, combining qualitative and quantitative data collection.

Survey questions covered topics such as cleaning habits, vacuum cleaner ownership and usage, purchase considerations, brand preferences, and perceptions of Dyson. Closed-ended questions provided structured options, while open-ended questions allowed for detailed responses.

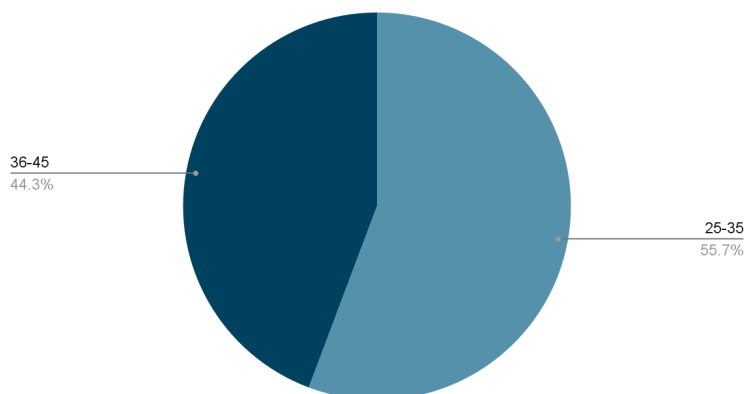
Target respondents were independent professionals aged 25-45 residing in major Indian cities. This demographic was chosen for their focus on career and family, making them potential decision-makers for household purchases. Our total sample size includes 1000 respondents

By analyzing the survey data, we sought to identify barriers to vacuum cleaner adoption, understand the factors influencing brand preferences, and assess the potential market for Dyson products in India.

Quantitative Data

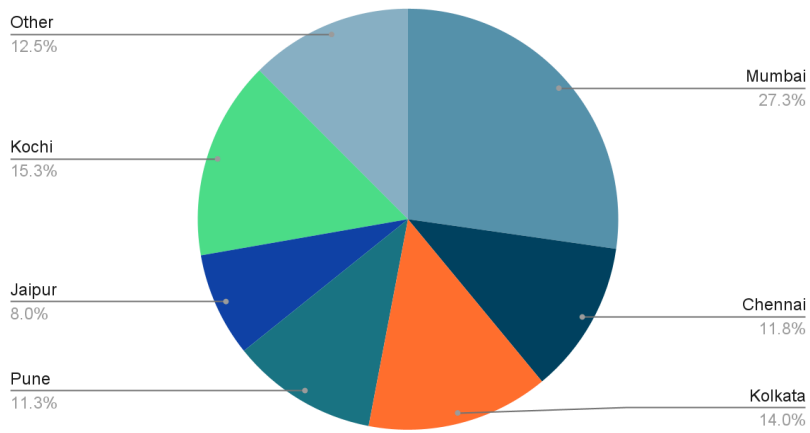
1. Age

Points scored



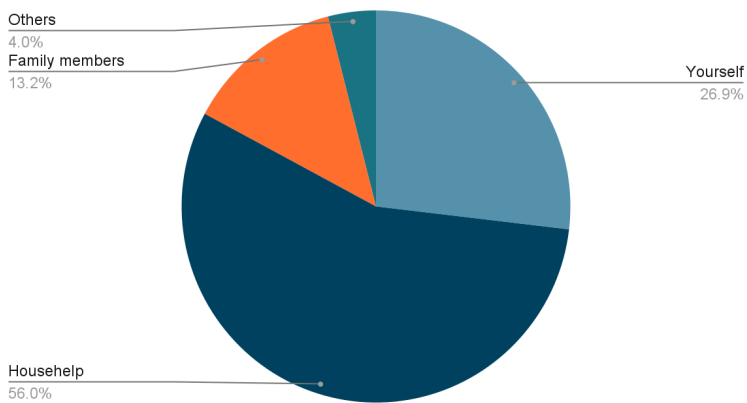
2. Which city are you from?

Points scored



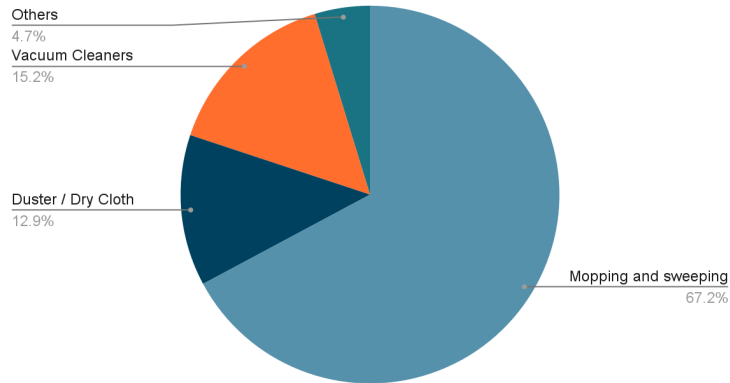
3. Who cleans your house?

Points scored



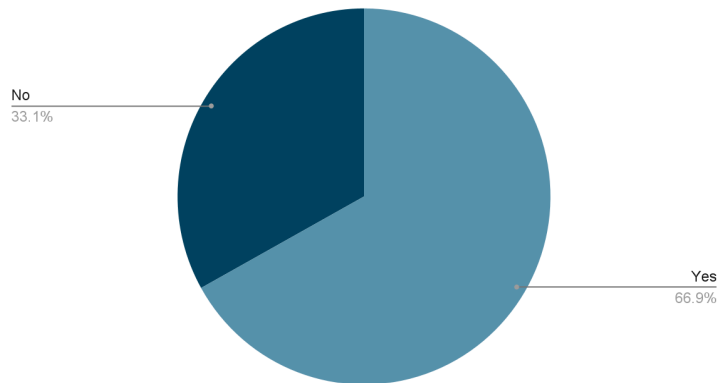
4. How does your home get cleaned?

Points scored



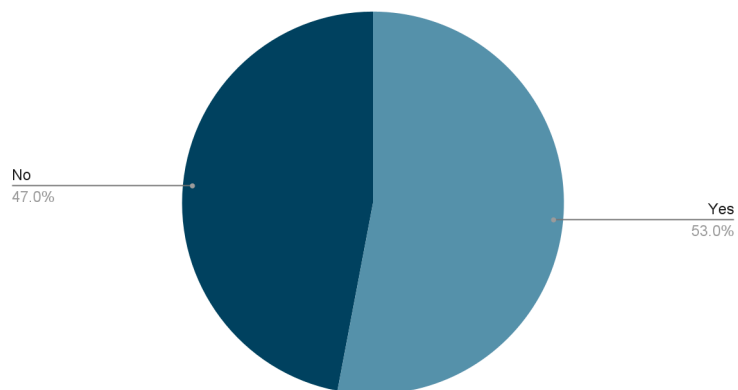
5. Have you ever used a vacuum cleaner?

Points scored



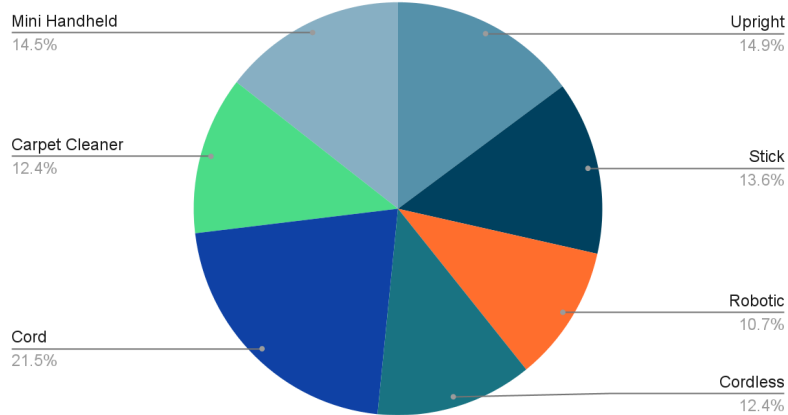
6. Do you own a vacuum cleaner?

Points scored



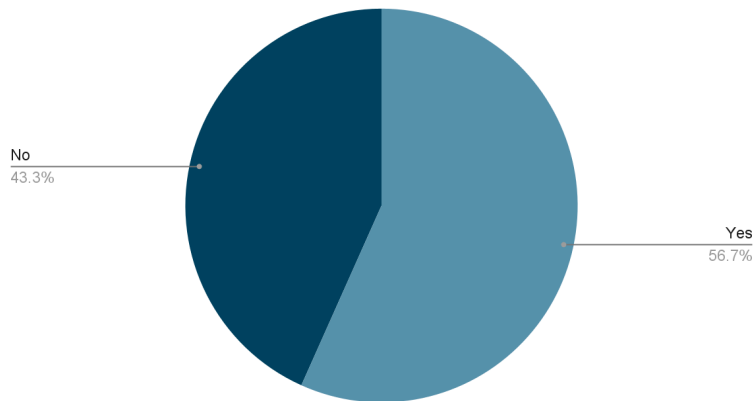
7. What type of vacuum cleaner do you own?

Points scored



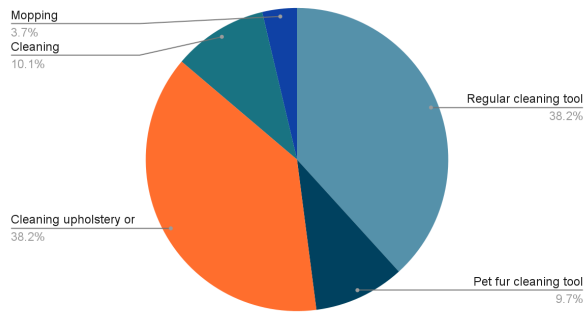
8. If not, are you looking to upgrade to vacuum cleaners?

Points scored



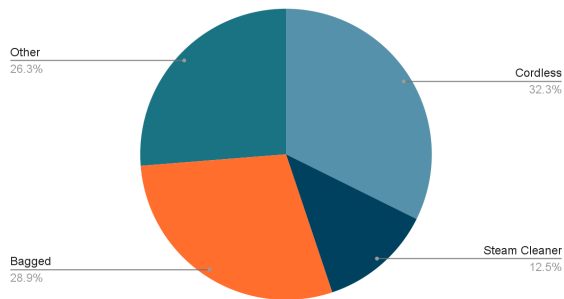
9. What do you use your vacuum cleaner for?

Points scored



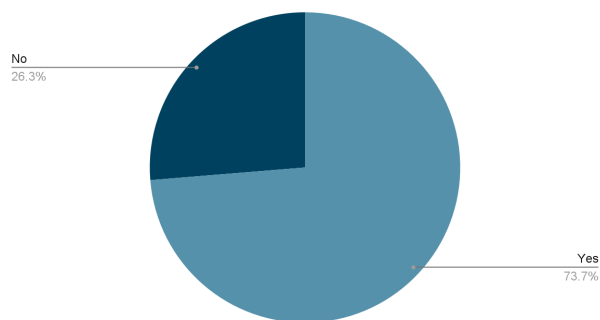
10. Which of the following types of vacuum cleaners do you own?

Points scored



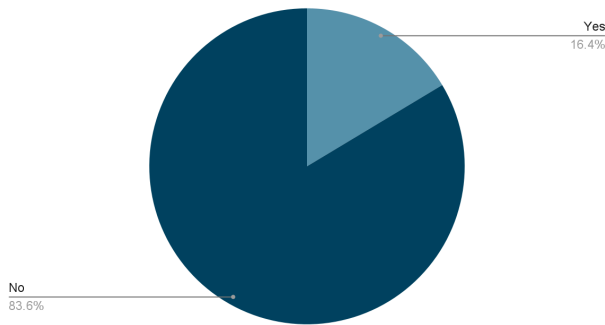
11. Have you heard of the brand Dyson?

Points scored



12. Do you own a Dyson vacuum cleaner?

Points scored



Key Findings

1. Upon analysing why people use vacuum cleaners, we found out that

Out of all the people who responded yes to owning a vacuum cleaner, most of them had similar answers as to why they used a vacuum cleaner over or as an add-on to traditional methods of cleaning. Most of the answers implied that they used vacuum cleaners to clean rounded corners of their house that traditional methods could not clean that well. Furthermore, they also said vacuum cleaners were used to clean fine dust particles, deep cleaning pet fur and just maintaining general cleanliness. A lot of them responded saying that using a vacuum cleaner was easy and time saving compared to physically mopping or cleaning rugs and upholstery.

2. Things our respondents kept in mind before purchasing a vacuum cleaner

The highest number of respondents spoke about the ability of the product including the suction capacity, power consumption and its ability to reach hidden corners of the room. Followed by those that answered regarding product features, including its design, battery life, portability, model type and attachments and suction filters. Whereas only a few people spoke about its maintenance, storage, pricing, warranty and guarantee and reviews and ratings of the products.

3. Downsides of using a vacuum cleaner

Majority of our respondents identified the noise that all variants of vacuum cleaners make as the main downside of using it. This was followed by a spike in electricity. Thus from the primary two downsides of using vacuum cleaners as mentioned by the respondents, none of them relate to its cleaning efficiency or dissatisfaction with its cleaning capacity.

Apart from this, a smaller chunk of respondents mentioned that maintenance of the vacuum cleaner itself becomes a hassle thus preventing them from using it everyday. This includes the assembling parts, cleaning the bag itself, weight of carrying it around and the space it requires. None of the downsides pertained to the efficacy of vacuum cleaners thereby implying that low usage of vacuum cleaners can be attributed also to the other factors mentioned above instead of price. A couple of other individual factors

4. Perception of Dyson Vacuum Cleaners

Although a lot of respondents (more than 50%) vouched for the effective product performance and quality, there are quite a few (45%) who don't think the products are bang for the buck. Almost 25% have the perception that if a product is expensive then it would accordingly be of good quality as well.

Majority of them (78%) think it's too expensive for a domestic cleaning appliance. And out of them, many (33%) complained about how maintenance of the vacuum cleaner, getting filters changed, etc. is a huge hassle. Most of the respondents don't seem to have a brand image apart from the price point. A smaller chunk (about 8%) of the respondents have the perception that despite Dyson having great product offerings, it is simply not suitable for Indian households.

5. Reasons for investing and not investing in one.

Most of our respondents (79%) are against investing in a dyson as they think it's overpriced and is not value for money. The uncertainty regarding their functioning in Indian households again persists in some of our respondents (9%). Dyson comes in with cutting edge technology that can intimidate people from purchasing. Quite a lot of our respondents (72%) who denied investing into one stated that they would be interested in purchasing one but wouldn't since they had no means to. There is small chunk (12%) of respondents who are happy with their Dyson and would invest in one again.

6. Trends in Tier 1 and Tier 2 cities

Out of the total people who own vacuum cleaners, 57.74% of them belong to tier 1 cities i.e Kolkata, Mumbai or Chennai. Thus we can assume that as compared to tier 2 cities, vacuum cleaners are more prevalent in metro cities.

Despite tier 1 cities having more number of vacuum cleaners, the dominant method of cleaning still remains mopping and sweeping as a whole, i.e. 67.2% of the total households.

Additionally, 57% of people who use vacuum cleaners for regularly cleaning their house (as opposed to using it for specific purposes like cleaning pet fur, cleaning upholstery etc) belong to tier 1 cities. And 43% belong to tier 2 cities.

Limitations

Insufficient responses: We needed a total of 1000 responses, 200 for each of the tier 1 and tier 2 cities we had chosen for the purpose of this research paper but we failed to do so. From our target cities, we got the majority of the respondents from Mumbai, Kolkata and Pune. We barely got any for the remaining cities. Thus, making comparisons between the cities became impossible since we didn't have an equal representation for them.

Time constraint: Due to the online nature of our research design along with the sampling technique we have used, it did not leave any scope for interviews. Despite adding in quantitative questions in our questionnaire, we did not get adequate responses as most of the respondents were either indifferent or didn't seem to have the time to put in elaborate answers. Hence, the responses we got were very generalised.

Conclusion

After analysing and quantifying the data, we have concluded that Indian households' openness to vacuum cleaners for regular cleaning still remains low.

53% of vacuum cleaners are used by the 25-35 age group. Thus we can assume that stage in life cycle (in this case bachelorhood and living alone) plays a role in making purchase decisions about vacuum cleaners. These can be convenience, lack of time to monitor a maid and ease of use etc.

The purchase decision made by already existing users of vacuum cleaners is usually made on the basis of factors like power consumption and ease of use. Incidentally, price was a very minimal factor that drove the purchase decision.

Many households only used vacuum cleaners for very specific cleaning purposes such as for upholstery, spider webs, pet fur etc. Downsides included the massive spike in electricity bills as constant usage consumed a lot of power. This was followed by the noise it made. There were no downsides pertaining to its cleaning efficacy thereby implying that the product fits for use in an Indian household but penetration is low.

We found that the most commonly used variant of vacuum cleaners are the corded ones which are also the most widely available ones as almost all brands have that variant. The robotic ones, which are less widely available and also the most expensive variant, were the least used among our respondents.

In a Financial Express report, the market was predicted to grow at a rate of 9.2%. However, the majority of our respondents [56.7%] were not willing to upgrade to a vacuum cleaner thereby suggesting a low openness towards changing their methods of cleaning home.

Recommendations

In order for Dyson to become a prevalent brand in India or move out of the aspirational brand category especially in the context of vacuum cleaners, other than factors like price, Dyson needs to take into consideration a couple of factors to penetrate better into Indian markets. The Indian vacuum cleaner market is said to grow by 7.5% per year post Covid, however Dyson has not used this as an opportunity to acquire a maximum number of purchasers.

While they are creating a massive brand presence in the country, all their advertising communication is focused towards the AirWrap and not their range of vacuum cleaners. By combining their zeal in design communicated with one of a kind patented technology as a main motto through their communication, they can convince larger masses of Indians to at least consider purchasing if not purchasing a Dyson vacuum cleaner taking a step away from just the awareness stage. According to the Global Dust Study, 76% of Indians have changed their methods and patterns of cleaning since the pandemic and are more frequent in using devices like vacuum cleaners to clean more often.

Dyson can tap into this opportunity and make their communication personalised with regards to vacuum cleaners a little more Indianised in order to relate with their potential customers in the Indian market. Furthermore, the study also suggests that Indians clean their homes almost 33%

of the time more than average than the rest of the World. Dyson needs to focus their communication strategies towards changing the mindset of Indian consumers in terms of acceptability of these high-end products in Indian households.

Dyson's current advertising consists of typical American households and typical American/Caucasian consumers using the products to clean. Indian's know about Dyson, but again there's only a niche who don't need to think before making monetary purchases like a Dyson vacuum cleaner about the viability in an Indian household. Majority of the masses still feel that Dyson is not suitable for our houses hence do not make or even consider purchasing the V8 or animal vacuum cleaner.

By adhering to these recommendations, Dyson can not only change the mindset and perceptions of the consumers but also increase their customer base out of the realm of aspiring customers.