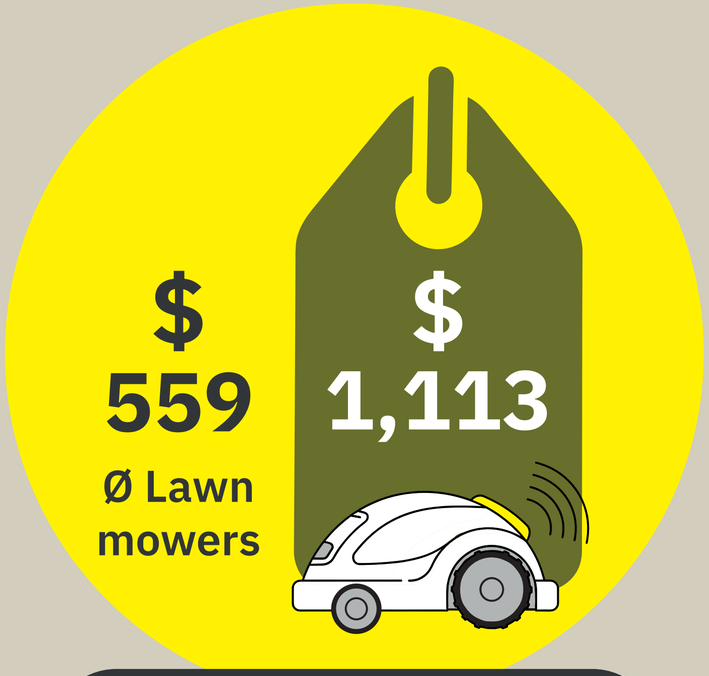
Convenience turns household robots into a global premium segment

NIQ powered by GfK intelligence · GFU Home & Consumer Tech · IFA Innovation For All

On average, consumers spend more on robots than typically for each segment



All Vacuum cleaners vs. Robot vacuums



All Lawn mowers vs. Robot mowers



All Window cleaners vs. Window robots

Source: NIQ Market Intelligence Sales Tracking · Avg. selling price per device, excl. NA & RU, Jan. – Aug. 2026