

## ***Cleaning Robots -- Markets Reach \$2 Billion By 2016***

LEXINGTON, Massachusetts (May 12, 2010) – WinterGreen Research announces that it has a new study on: Cleaning Robot Market Shares and Forecasts, Worldwide, 2010-2016. Cleaning Robots are useful as a way to automate the manual process of keeping a rug or floor clean. Robots are needed for vacuuming, scrubbing floors, and cleaning pools. The study has 385 pages and 170 tables and figures.

Household robot market driving forces are the compelling aspects of achieving better use of time, creating more time for people. Using robots that replace manual cleaning is compelling. Robots that have been used for cleaning are very useful.

The automated process revolution in business process and communications is being extended to robots. Robots are automating cleaning systems, giving a chance to run the vacuum every day and keep the home cleaner while at the same time leaving more time for leisure activities.

The ability to remain competitive depends on innovation, an ongoing performance improvement in the areas of product development and customer support. Products from the market leading vendors continue to compete favorably. Markets have increasing competition. New products and enhancements provide ease of use. Better batteries let products run for longer periods.

The principal competitive factors in the market for cleaning robots include performance, cost of purchase, length batteries work, and total cost of system operation. The cost of unit maintenance and support is a competitive aspect. Products compete based on ease of use, integration with existing equipment, quality, reliability, customer support, brand, and reputation.

Recent robotics related innovations mean demand for robots is from a broader part of the potential customer base. Use of robots for cleaning is becoming more accepted. Products are becoming more diverse. With the technical improvements in sensors, visualization, and in the fields of robotic hobby, recreation, and warfare, robots are becoming less expensive and more adaptive to the cleaning task.



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The rise of futuristic cutting edge industries and the decline of manufacturing industries gives rise to market conditions that support the evolution of more elaborate, smaller, less expensive cleaning robots. The robot industry today is expanding from industrial areas to fields where robots can be used in the same areas with humans.

In the case of personal robots cleaning functions are accompanied by medical, welfare, education, service, and educational functions. The robot industry follows the semiconductor industry. Sales in 2010 are expected to be small compared to what will be achieved by 2020, the robot industry market overall will expand to the size of the current automotive market. Cleaning robots will achieve their fair share of this.

Technology related to robot core functioning depends on precision parts. Sensor technology is the base of research development in the field of household personal robots. World class domestic electronics is being extended with information and communication technology. Internet communications infrastructure is expected to advance the domestic personal robot market.

iRobot is among many robotics competitors giving credibility to the market. Robotics vendors illustrate how to respond to rapid change, markets are not standing still. Not satisfied with the present but endlessly concentrating investments in research and development on achieving innovation, connecting and collaborating with various service fields and putting in endless efforts to develop into the world's best robotics corporations is an attitude typical of virtually every market participant.

Cleaning robot markets at \$505.9 million in 2009 are anticipated to reach \$2 billion by 2016. Market growth is a result of demand for inexpensive units that provide users with benefits of having more time to do other things, not cleaning. Units are small and easy to use. Cleaning robots are able to move around a floor or rug in a systematic way, cleaning the entire surface.



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