

# Middle East and Africa Smart Home Appliances Market: A Regional and Country Level Analysis, 2023-2033

<https://marketpublishers.com/r/M8D061325D03EN.html>

Date: December 2023

Pages: 114

Price: US\$ 4,650.00 (Single User License)

ID: M8D061325D03EN

## Abstracts

This report will be delivered in 3-5 working days.

The Middle East and Africa (MEA) smart home appliances market is experiencing substantial growth due to various interconnected factors. Firstly, there is an increasing adoption of smart home technologies driven by the region's rapid urbanization and the rise in disposable incomes. As more households transition towards modern living, there is a growing interest in smart home appliances that offer convenience, energy efficiency, and enhanced connectivity. Consumers in the MEA region are recognizing the benefits of smart home solutions, including the ability to control and monitor appliances remotely through smartphones and other smart devices.

Secondly, the focus on energy efficiency and sustainability is contributing to the growth of the smart home appliances market in the MEA region. Governments and consumers alike are becoming more environmentally conscious, leading to a demand for energy-efficient appliances that can contribute to reduced energy consumption.

Thirdly, advancements in connectivity infrastructure, including the widespread availability of high-speed internet and the proliferation of smart devices, are creating an ecosystem conducive to the growth of smart home appliances. The increasing penetration of smartphones and the expansion of reliable communication networks are essential enablers for the seamless functioning of smart home ecosystems. As connectivity becomes more pervasive, consumers in the MEA region are embracing the convenience and automation that smart home appliances offer, further propelling the market's growth.

## Market Segmentation:

### Segmentation 1: by End-User

Residential

Commercial

### Segmentation 2: by Appliance Type

Smart Refrigerator

Smart Air Purifiers

Smart Dishwashers

Smart Washing Machines

Smart Cookers and Ovens

Others

### Segmentation 3: by Technology

Wi-Fi

Bluetooth

Others

### Segmentation 4: by Country

South Africa

Saudi Arabia

Egypt

UAE

Turkey

Rest of Middle East and Africa

### Key Market Players and Competition Synopsis

The featured companies have been meticulously chosen, drawing insights from primary experts and thorough evaluations of company coverage, product offerings, and market presence.

Some prominent names established in this market are:

Samsung Electronics

LG Electronics

BSH Home Appliances Group

Electrolux

Haier

Gree Electric Appliances Inc.

### Key Questions Answered

What are the main factors driving the demand for Middle East and Africa smart home appliances market?

What are the major patents filed by the companies active in the Middle East and Africa smart home appliances market?

What are the strategies adopted by the key companies to gain a competitive

edge in Middle East and Africa smart home appliances industry?

What is the futuristic outlook for the Middle East and Africa smart home appliances market in terms of growth potential?

Which end-user, technology, appliance type is expected to lead the market over the forecast period (2023-2033)?

What is the impact of global crisis in the Middle East and Africa smart home appliances market?

Who are the prominent players operating in the Middle East and Africa smart home appliances market?

## Contents

### 1 MARKETS

#### 1.1 Trends: Current and Future Impact Assessment

##### 1.1.1 Sample Text

##### 1.1.2 Trend 1 – Increasing Adoption of Internet-Enabled Devices

##### 1.1.3 Trend 2 – Increase In Use of Smartphones For Controlling Smart Home Appliances

#### 1.2 Supply Chain Analysis

##### 1.2.1 Value Chain Analysis

##### 1.2.2 Market Map

##### 1.2.3 Pricing Forecast for Middle East and Africa Smart Home Appliances Market, By Appliance Type

#### 1.3 Research and Development Review

##### 1.3.1 Patent Filing Trend (by Country, Company)

#### 1.4 Regulatory Landscape

#### 1.5 Stakeholder Analysis

##### 1.5.1 Use case

##### 1.5.2 End User and Buying Criteria

#### 1.6 Impact Analysis for Key Global Events- Covid19, Russia/Ukraine or Middle East Crisis

#### 1.7 Technological Advancements in Smart Home Appliances

#### 1.8 Market Dynamics Overview

##### 1.8.1 Market Drivers

##### 1.8.2 Market Restraints

##### 1.8.3 Market Opportunities

### 2 APPLICATION

#### 2.1 Application Segmentation

#### 2.2 Application Summary

#### 2.3 Middle East and Africa Smart Home Appliances Market (by End-User)

##### 2.3.1 Middle East and Africa Smart Home Appliances Market (By End-User)

###### 2.3.1.1 Residential

###### 2.3.1.2 Commercial

### 3 PRODUCTS

- 3.1 Product Segmentation
- 3.2 Product Summary
- 3.3 Middle East and Africa Smart Home Appliances Market (by Technology)
  - 3.3.1 Middle East and Africa Smart Home Appliances Market (By Technology)
    - 3.3.1.1 Wi-Fi
    - 3.3.1.2 Bluetooth
    - 3.3.1.3 Others
- 3.4 Middle East and Africa Smart Home Appliances Market (By Appliance Type)
  - 3.4.1 By Appliance Type
    - 3.4.1.1 Smart Refrigerator
    - 3.4.1.2 Smart Air Purifiers
    - 3.4.1.3 Smart Dishwashers
    - 3.4.1.4 Smart Washing Machines
    - 3.4.1.5 Smart Cookers and Ovens
    - 3.4.1.6 Others

## **4 REGION**

- 4.1 Country Summary
- 4.2 Drivers and Restraints
- 4.3 Middle East and Africa
  - 4.3.1 Regional Overview
  - 4.3.2 Driving Factors for Market Growth
  - 4.3.3 Factors Challenging the Market
  - 4.3.4 Application
  - 4.3.5 Product
- 4.4 Middle East and Africa Smart Home Appliances Market (by Country)
  - 4.4.1 South Africa
    - 4.4.2 Application
    - 4.4.3 Product
  - 4.4.4 Saudi Arabia
    - 4.4.5 Application
    - 4.4.6 Product
  - 4.4.7 Egypt
    - 4.4.8 Application
    - 4.4.9 Product
  - 4.4.10 UAE
    - 4.4.11 Application
    - 4.4.12 Product

- 4.4.13 Turkey
- 4.4.14 Application
- 4.4.15 Product
- 4.4.16 Rest of Middle East and Africa
- 4.4.17 Application
- 4.4.18 Product

## **5 MARKETS - COMPETITIVE BENCHMARKING & COMPANY PROFILES**

- 5.1 Next Frontiers.....
- 5.2 Geographic Assessment
- 5.3 Competitive Landscape
- 5.4 Company Profiles
  - 5.4.1 Samsung Electronics
    - 5.4.1.1 Overview
    - 5.4.1.2 Top Products / Product Portfolio
    - 5.4.1.3 Top Competitors
    - 5.4.1.4 Target Customers/End Users
    - 5.4.1.5 Key Personnel
    - 5.4.1.6 Analyst View
    - 5.4.1.7 Market Share
  - 5.4.2 LG Electronics
    - 5.4.2.1 Overview
    - 5.4.2.2 Top Products / Product Portfolio
    - 5.4.2.3 Top Competitors
    - 5.4.2.4 Target Customers/End Users
    - 5.4.2.5 Key Personnel
    - 5.4.2.6 Analyst View
    - 5.4.2.7 Market Share
  - 5.4.3 BSH Home Appliances Group
    - 5.4.3.1 Overview
    - 5.4.3.2 Top Products / Product Portfolio
    - 5.4.3.3 Top Competitors
    - 5.4.3.4 Target Customers/End Users
    - 5.4.3.5 Key Personnel
    - 5.4.3.6 Analyst View
    - 5.4.3.7 Market Share
  - 5.4.4 Electrolux
    - 5.4.4.1 Overview

- 5.4.4.2 Top Products / Product Portfolio
- 5.4.4.3 Top Competitors
- 5.4.4.4 Target Customers/End Users
- 5.4.4.5 Key Personnel
- 5.4.4.6 Analyst View
- 5.4.4.7 Market Share
- 5.4.5 Haier
  - 5.4.5.1 Overview
  - 5.4.5.2 Top Products / Product Portfolio
  - 5.4.5.3 Top Competitors
  - 5.4.5.4 Target Customers/End Users
  - 5.4.5.5 Key Personnel
  - 5.4.5.6 Analyst View
  - 5.4.5.7 Market Share
- 5.4.6 Whirlpool Corporation
  - 5.4.6.1 Overview
  - 5.4.6.2 Top Products / Product Portfolio
  - 5.4.6.3 Top Competitors
  - 5.4.6.4 Target Customers/End Users
  - 5.4.6.5 Key Personnel
  - 5.4.6.6 Analyst View
  - 5.4.6.7 Market Share
- 5.4.7 Midea Group
  - 5.4.7.1 Overview
  - 5.4.7.2 Top Products / Product Portfolio
  - 5.4.7.3 Top Competitors
  - 5.4.7.4 Target Customers/End Users
  - 5.4.7.5 Key Personnel
  - 5.4.7.6 Analyst View
  - 5.4.7.7 Market Share
- 5.4.8 Koninklijke Philips N.V.
  - 5.4.8.1 Overview
  - 5.4.8.2 Top Products / Product Portfolio
  - 5.4.8.3 Top Competitors
  - 5.4.8.4 Target Customers/End Users
  - 5.4.8.5 Key Personnel
  - 5.4.8.6 Analyst View
  - 5.4.8.7 Market Share
- 5.4.9 Panasonic Holdings Corporation



- 5.4.9.1 Overview
- 5.4.9.2 Top Products / Product Portfolio
- 5.4.9.3 Top Competitors
- 5.4.9.4 Target Customers/End Users
- 5.4.9.5 Key Personnel
- 5.4.9.6 Analyst View
- 5.4.9.7 Market Share
- 5.4.10 Sharp Corporation
  - 5.4.10.1 Overview
  - 5.4.10.2 Top Products / Product Portfolio
  - 5.4.10.3 Top Competitors
  - 5.4.10.4 Target Customers/End Users
  - 5.4.10.5 Key Personnel
  - 5.4.10.6 Analyst View
  - 5.4.10.7 Market Share
- 5.4.11 Ar?elik
  - 5.4.11.1 Overview
  - 5.4.11.2 Top Products / Product Portfolio
  - 5.4.11.3 Top Competitors
  - 5.4.11.4 Target Customers/End Users
  - 5.4.11.5 Key Personnel
  - 5.4.11.6 Analyst View
  - 5.4.11.7 Market Share
- 5.4.12 Candy Hoover Group S.r.l.
  - 5.4.12.1 Overview
  - 5.4.12.2 Top Products / Product Portfolio
  - 5.4.12.3 Top Competitors
  - 5.4.12.4 Target Customers/End Users
  - 5.4.12.5 Key Personnel
  - 5.4.12.6 Analyst View
  - 5.4.12.7 Market Share
- 5.4.13 Toshiba Corporation
  - 5.4.13.1 Overview
  - 5.4.13.2 Top Products / Product Portfolio
  - 5.4.13.3 Top Competitors
  - 5.4.13.4 Target Customers/End Users
  - 5.4.13.5 Key Personnel
  - 5.4.13.6 Analyst View
  - 5.4.13.7 Market Share

#### 5.4.14 Gree Electric Appliances Inc.

5.4.14.1 Overview

5.4.14.2 Top Products / Product Portfolio

5.4.14.3 Top Competitors

5.4.14.4 Target Customers/End Users

5.4.14.5 Key Personnel

5.4.14.6 Analyst View

5.4.14.7 Market Share

#### 5.4.15 Hisense

5.4.15.1 Overview

5.4.15.2 Top Products / Product Portfolio

5.4.15.3 Top Competitors

5.4.15.4 Target Customers/End Users

5.4.15.5 Key Personnel

5.4.15.6 Analyst View

5.4.15.7 Market Share

## **6 RESEARCH METHODOLOGY**

### 6.1 Data Sources

6.1.1 Primary Data Sources

6.1.2 Secondary Data Sources

6.1.3 Data Triangulation

### 6.2 Market Estimation and Forecast

## List Of Figures

### LIST OF FIGURES

- Figure 1: Region/country Largest Share of Market
- Figure 2: Pricing Analysis by Region and Countries
- Figure 3: Middle East and Africa Smart Home Appliances Market, by End-User
- Figure 4: Middle East and Africa Smart Home Appliances Market, by Technology
- Figure 5: Middle East and Africa Smart Home Appliances Market, by Appliance Type
- Figure 6: Key events to keep track of
- Figure 7: XXXXXXXXXX
- Figure 8: XXXXXXXXXX
- Figure 9: Supply chain and Identifying Risks within the Supply Chain
- Figure 10: XX, January 2020-December 2022
- Figure 11: XX, January 2020-December 2022
- Figure 12: Impact Analysis of Market Navigating Factors
- Figure 13: XX, 20XX and 20XX
- Figure 14: XX, 20XX and 20XX
- Figure 15: XX, 20XX and 20XX
- Figure 16: XX, 20XX and 20XX
- Figure 17: XX, 20XX and 20XX
- Figure 18: XX, 20XX and 20XX
- Figure 19: XX, 20XX and 20XX
- Figure 20: XX , 20XX and 20XX
- Figure 21: XX , 20XX and 20XX
- Figure 22: Strategic Initiatives, 2020 - 2023
- Figure 23: Share of Strategic Initiatives
- Figure 24: Data Triangulation
- Figure 25: Top-Down and Bottom-Up Approach
- Figure 26: Assumptions and Limitations

## List Of Tables

### LIST OF TABLES

Table 1: Market Snapshot

Table 2: XX

Table 3: Middle East and Africa Smart Home Appliances Market, By Country, (Units), 2022-2033

Table 4: Middle East and Africa Smart Home Appliances Market, By Country, (\$ Million), 2022-2033

Table 5: Middle East and Africa Smart Home Appliances Market, By End-User (Units), 2022-2033

Table 6: Middle East and Africa Smart Home Appliances Market, By End-User (\$ Million), 2022-2033

Table 7: Middle East and Africa Smart Home Appliances Market, By Technology (Units), 2022-2033

Table 8: Middle East and Africa Smart Home Appliances Market, By Technology (\$ Million), 2022-2033

Table 9: Middle East and Africa Smart Home Appliances Market, By Appliance Type (Units), 2022-2033

Table 10: Middle East and Africa Smart Home Appliances Market, By Appliance Type (\$ Million), 2022-2033

Table 11: South Africa Smart Home Appliances Market, By End-User (Units), 2022-2033

Table 12: South Africa Smart Home Appliances Market, By End-User (\$ Million), 2022-2033

Table 13: South Africa Smart Home Appliances Market, By Technology (Units), 2022-2033

Table 14: South Africa Smart Home Appliances Market, By Technology (\$ Million), 2022-2033

Table 15: South Africa Smart Home Appliances Market, By Appliance Type (Units), 2022-2033

Table 16: South Africa Smart Home Appliances Market, By Appliance Type (\$ Million), 2022-2033

Table 17: Saudi Arabia Smart Home Appliances Market, By End-User (Units), 2022-2033

Table 18: Saudi Arabia Smart Home Appliances Market, By End-User (\$ Million), 2022-2033

Table 19: Saudi Arabia Smart Home Appliances Market, By Technology (Units),

2022-2033

Table 20: Saudi Arabia Smart Home Appliances Market, By Technology (\$ Million), 2022-2033

Table 21: Saudi Arabia Smart Home Appliances Market, By Appliance Type (Units), 2022-2033

Table 22: Saudi Arabia Smart Home Appliances Market, By Appliance Type (\$ Million), 2022-2033

Table 23: Egypt Smart Home Appliances Market, By End-User (Units), 2022-2033

Table 24: Egypt Smart Home Appliances Market, By End-User (\$ Million), 2022-2033

Table 25: Egypt Smart Home Appliances Market, By Technology (Units), 2022-2033

Table 26: Egypt Smart Home Appliances Market, By Technology (\$ Million), 2022-2033

Table 27: Egypt Smart Home Appliances Market, By Appliance Type (Units), 2022-2033

Table 28: Egypt Smart Home Appliances Market, By Appliance Type (\$ Million), 2022-2033

Table 29: UAE Smart Home Appliances Market, By End-User (Units), 2022-2033

Table 30: UAE Smart Home Appliances Market, By End-User (\$ Million), 2022-2033

Table 31: UAE Smart Home Appliances Market, By Technology (Units), 2022-2033

Table 32: UAE Smart Home Appliances Market, By Technology (\$ Million), 2022-2033

Table 33: UAE Smart Home Appliances Market, By Appliance Type (Units), 2022-2033

Table 34: UAE Smart Home Appliances Market, By Appliance Type (\$ Million), 2022-2033

Table 35: Turkey Smart Home Appliances Market, By End-User (Units), 2022-2033

Table 36: Turkey Smart Home Appliances Market, By End-User (\$ Million), 2022-2033

Table 37: Turkey Smart Home Appliances Market, By Technology (Units), 2022-2033

Table 38: Turkey Smart Home Appliances Market, By Technology (\$ Million), 2022-2033

Table 39: Turkey Smart Home Appliances Market, By Appliance Type (Units), 2022-2033

Table 40: Turkey Smart Home Appliances Market, By Appliance Type (\$ Million), 2022-2033

Table 41: Rest of Middle East and Africa Smart Home Appliances Market, By End-User (Units), 2022-2033

Table 42: Rest of Middle East and Africa Smart Home Appliances Market, By End-User (\$ Million), 2022-2033

Table 43: Rest of Middle East and Africa Smart Home Appliances Market, By Technology (Units), 2022-2033

Table 44: Rest of Middle East and Africa Smart Home Appliances Market, By Technology (\$ Million), 2022-2033

Table 45: Rest of Middle East and Africa Smart Home Appliances Market, By Appliance

Type (Units), 2022-2033

Table 46: Rest of Middle East and Africa Smart Home Appliances Market, By Appliance

Type (\$ Million), 2022-2033

Table 47: Market Share

## I would like to order

Product name: Middle East and Africa Smart Home Appliances Market: A Regional and Country Level Analysis, 2023-2033

Product link: <https://marketpublishers.com/r/M8D061325D03EN.html>

Price: US\$ 4,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M8D061325D03EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

