

Household Goods in Saudi Arabia

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Abstracts

Saudi Arabian household goods industry reached double-digit growth in 2018. The industry was primarily driven by internal factors, such as recovering Saudis disposable income, which was fuelled by rising oil prices. Furthermore, Saudi Arabia's societal structure is changing with women being granted rights in the workplace, gender mixing in workplaces being less of an issue, women being allowed to drive vehicles etc. This shift drives larger disposable income growth among households, which in res...

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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