

# Saudi Arabia Desert Air Coolers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Saudi Arabia Desert Air Coolers Market is expected to register a CAGR of 5.45% during the forecast period.

Desert air coolers, also known as evaporative air coolers, use the phenomenon of evaporation to reduce temperature in the surrounding area. Increasing technological advancements and rising disposable income are a few factors favoring the expansion of the Saudi Arabia desert air coolers market. The continuous rise in the number of commercial spaces and other construction projects in Saudi Arabia is pushing up air cooling system sales.

The increasing need for energy-efficient cooling options has further driven the air cooler market's expansion in Saudi Arabia. Modern consumers are becoming increasingly conscious of the importance of sustainable practices and are actively seeking products that align with their economic and environmental values. As a result, air cooler manufacturers have been successful in meeting these demands by offering a greener and more economical cooling alternative.

### Saudi Arabia Desert Air Coolers Market Trends

#### Rising Sales Through Online Channels

Online revenue share of home appliances in Saudi Arabia has observed a continuous increase over the years, leading to market opportunities for desert air cooler manufacturers to expand their sales in the region. Over the years online penetration of e-commerce in the country has observed a continuous increase in the number of online

stores and platforms in the country. With these trends, an increasing number of manufacturers and retailers are offering their desert air coolers either through direct websites or e-commerce channels in the country. Among the online sales, major Saudi Arabian cities of Ar-Riyadh, Jiddah, and Makkah, with continuous rise in the level of income and employment, are providing major opportunities for desert air cooler manufacturers to expand their product sales.

### Increasing Demand from Residential Segment

The total number of households in Saudi Arabia has observed a continuous increase over the years, leading to a continuous number of residential spaces and houses being constructed. Rising houses and residential spaces are leading to an increase in demand from residential segments to opt for desert air coolers. Over the years, revenue of the cooling market in Saudi Arabia has observed a continuous increase, leading to an increase in sales of air conditioners and coolers and creating a positive externality for the sales of desert air coolers in the market. Among the rural and urban areas, a comparatively urban segment of the population exists, with a higher demand for desert air coolers at more than 1.5% last year. These trends are leading to Saudi Arabia emerging as a major market for desert air coolers.

### Saudi Arabia Desert Air Coolers Industry Overview

The Saudi Arabia Desert Air Coolers Market is a fragmented industry. Technological advancements play an important role in shaping the desert air cooler market. Manufacturers are continually investing in research and development to improve the cooling efficiency, durability, and user-friendliness of these devices. Innovations such as intelligent controls, energy-saving features, and remote operation capabilities are driving consumer demand and setting new trends in the market. Some of the existing players in Saudi Arabia's desert air cooler market are Gree, SuperGeneral, Evvoli, Aux, and Crownline.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format

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