

Saudi Arabia Domestic Washing Machine Market By Type (Front Load Automatic, Top Load Automatic Semi-Automatic), By Machine Capacity (8 Kg and Above, Below 8 Kg), By Technology (Non-Smart, Smart Connected), By Distribution Channel (Multi-Branded Stores, Supermarkets/ Hypermarkets, Online and Others (Direct Sales, Wholesales etc.), By Region, Competition, Forecast & Opportunities, 2017-2027

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Abstracts

Saudi Arabia's domestic washing machine market is expected to grow at a CAGR of 3.34% during the forecast period and reach USD 446.43 million by 2027. The Saudi Arabia Domestic Washing Machine market is expanding because of several factors, including an increase in the working population and nuclear families and the popularity of online sales channels. Additionally, throughout the forecast period, developing more advanced washing machines and incorporating cutting-edge technologies into washing machines are anticipated to drive market growth in Saudi Arabia.

To support market expansion, numerous product innovations are being developed concurrently. The LG ThinQ app serves as the smart home's brain and enables users to remotely control, manage, and optimize LG ThinQ-enabled appliances from any location. Homeowners can easily connect their appliances to the application with just a Wi-Fi connection, managing every device from a single dashboard. LG ThinQ, powered by machine learning and AI, analyses user behavior and preferences to provide a highly customized experience.

Over the next five years, it is anticipated that the sales of fully automatic washing

machines in Saudi Arabia will be aided by rising consumer awareness of improved water and energy efficiency, increased user convenience, and easy availability in various capacities and price ranges.

Growing Number of Nuclear Families Fuels Market Expansion

As of March 2022, there were 5.46 million households in Saudi Arabia, and in the years to come, this number is anticipated to increase significantly. Saudi Arabia is heavily reliant on the oil and gas industry. The government is taking measures to decrease dependence and develop new revenue streams to strengthen the nation's economic position. Urbanization and industrialization processes are accelerating due to the economy's rapid growth, which has a significant impact on consumers' urban lifestyles. There is less time left to take care of household duties as more people choose to do job and live independently. live alone or in nuclear families. The country is seeing an increase in washing machine sales because they can wash clothes quickly and effectively while using less water and electricity.

Smart Connected Domestic Washing Machine Will Drive The Market Expansion

As technology advances in the smart home category, there is a greater desire for interconnected appliances, such as smart washing machines, as a source of luxury and convenience. Wireless technologies such as Wi-Fi and Bluetooth are rapidly being used in home appliances. Increased use of the automatic washing process as a necessary part of daily housekeeping. For instance, Samsung Electronics launched Bespoke AI washing machine, which promises to be the most sustainable, efficient, and intelligent washer on the market. The washing machine provides big capacity, space-saving design and strong and dependable performance that saves users energy, resources, and money. The new Bespoke AI Washer has AI Ecobubble, which converts detergent into bubbles that swiftly permeate into the clothes. Using Ecobubble technology, the washer saves up to 70% on energy while maintaining the same level of cleanliness in cold water.

The growing importance of home monitoring in remote locations, low carbon emission-oriented solutions, the growing need for energy-saving, the rapid proliferation of smartphones and smart gadgets, and the expansion of smart home product portfolio by a large number of players are driving the growth of the smart home connected domestic washing machine market.

Growth of the Market is Supported by the Development of Online Sales Channels

The popularity of the e-commerce sector is growing across the nation due to the widespread use of smart devices and high internet penetration. A quality lifestyle can be afforded by consumers thanks to their high disposable income, which allows them to buy state-of-the-art electronic appliances that improve their comfort and convenience. Since physically visiting a store requires a lot of time and effort, consumers have begun to purchase goods through online sales platforms rather than doing so. To entice customers to buy their brand's washing machine market players offer several additional facilities, including flexible payment options, free doorstep delivery, simple exchange options, and free installation of the washing machine. Over the next five years, it is anticipated that demand for washing machines in Saudi Arabia will increase due to market players' shift to online sales platforms and shifting consumer preferences.

Market Segmentation

The Saudi Arabia Domestic Washing Machine market is segmented by type, machine capacity, technology, distribution channel, and region. The market is segmented into front load automatic, top load automatic, and semi-automatic based on type. The machine capacity is further segmented into 8 kg and above and below 8 kg. The technology segment is divided into non-smart and smart connected washing machines. The distribution channel is segmented into multi-branded stores, supermarkets/hypermarkets, online, and others (direct sales, wholesales, etc.).

Company Profiles

LG Electronics Saudi Arabia LLC, United Matbouli Group (Samsung), Al Jabr Trading Co (Haier), Abdul Latif Jameel Electronics & Air (Toshiba), Alessa Industries Co (Candy), Ibrahim Shaker Co Ltd (Midea), Abdul Mohsin Al Swailem Est (Daewoo), Zagzoog Home Appliance (Whirlpool), Alesayi Electronics Co Ltd (Panasonic) and Al Babtain Trading Co Inc (Beko), etc. are some of the leading players in the Saudi Arabia Domestic Washing Machine market. New market players have also been actively entering the market in recent years, further strengthening future market growth.

Report Scope:

In this report, Saudi Arabia Domestic Washing Machine market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Saudi Arabia Domestic Washing Machine Market, By Type:

Front Load Automatic

Top Load Automatic

Semi- Automatic

Saudi Arabia Domestic Washing Machine Market, By Machine Capacity:

8 kg and Above

Below 8 Kg

Saudi Arabia Domestic Washing Machine Market, By Technology:

Non-Smart

Smart Connected

Saudi Arabia Domestic Washing Machine Market, By Distribution Channel:

Multi-Branded Stores

Supermarkets/ Hypermarkets

Online

Others (Direct Sales, Wholesales, etc.)

Saudi Arabia Domestic Washing Machine Market, By Region:

Western

Central & Northern

Eastern

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Saudi Arabia Domestic Washing Machine market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Key Data from Primary Sources
- 2.6. Key Data from Secondary Sources
- 2.7. Forecasting Methodology
- 2.8. Data Triangulation & Validation
- 2.9. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. IMPACT OF COVID-19 ON SAUDI ARABIA DOMESTIC WASHING MACHINE MARKET

5. VOICE OF CUSTOMERS ANALYSIS (B2C MODEL ANALYSIS)

- 5.1. Sample Size Determination
- 5.2. Respondent Demographics
 - 5.2.1. By Gender
 - 5.2.2. By Age
 - 5.2.3. By Occupation

- 5.3. Brand Awareness
- 5.4. Frequency of Usage
- 5.5. Factors Influencing Purchase Decision
- 5.6. Satisfaction Level
- 5.7. Challenges Faced Post Purchase

6. SAUDI ARABIA DOMESTIC WASHING MACHINE MARKET OUTLOOK

6.1. Market Size & Forecast

- 6.1.1. By Value
- 6.1.2. By Volume

6.2. Market Share & Forecast

- 6.2.1. By Type Market Share Analysis (Front Load Automatic, Top Load Automatic & Semi-Automatic)
- 6.2.2. By Machine Capacity Market Share Analysis (8 Kg and Above & Below 8 Kg)
- 6.2.3. By Technology Market Share Analysis (Non-Smart & Smart Connected)
- 6.2.4. By Distribution Channel Market Share Analysis (Multi-Branded Stores, Supermarkets/Hypermarkets, Online & Others (Direct Sales, Wholesales etc.))
- 6.2.5. By Region Market Share Analysis
 - 6.2.5.1. Western Region Market Analysis
 - 6.2.5.2. Central & Northern Market Analysis
 - 6.2.5.3. Eastern Region Market Analysis
 - 6.2.5.4. Southern Region Market Analysis
- 6.2.6. By Company Market Share Analysis (2021)

6.3. Saudi Arabia Domestic Washing Machine Market Mapping & Opportunity Assessment

- 6.3.1. By Type Market Mapping & Opportunity Assessment
- 6.3.2. By Machine Capacity Market Mapping & Opportunity Assessment
- 6.3.3. By Technology Market Mapping & Opportunity Assessment
- 6.3.4. By Distribution Channel Market Mapping & Opportunity Assessment
- 6.3.5. By Region Market Mapping & Opportunity Assessment
- 6.3.6.

7. SAUDI ARABIA DOMESTIC FRONT LOAD AUTOMATIC WASHING MACHINE MARKET OUTLOOK

7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.1.2. By Volume

7.2. Market Share & Forecast

7.2.1. By Machine Capacity Market Share Analysis

7.2.2. By Distribution Channel Market Share Analysis

7.3. Pricing Analysis

8. SAUDI ARABIA DOMESTIC TOP LOAD AUTOMATIC WASHING MACHINE MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.1.2. By Volume

8.2. Market Share & Forecast

8.2.1. By Machine Capacity Market Share Analysis

8.2.2. By Distribution Channel Market Share Analysis

8.3. Pricing Analysis

9. SAUDI ARABIA DOMESTIC SEMI-AUTOMATIC WASHING MACHINE MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.1.2. By Volume

9.2. Market Share & Forecast

9.2.1. By Machine Capacity Market Share Analysis

9.2.2. By Distribution Channel Market Share Analysis

9.3. Pricing Analysis

10. IMPORT & EXPORT ANALYSIS

10.1. Saudi Arabia Domestic Washing Machine Exports

10.1.1. By Value

10.1.2. By Volume

10.2. Saudi Arabia Domestic Washing Machine Imports

10.2.1. By Value

10.2.2. By Volume

11. SWOT ANALYSIS

11.1. Strength

- 11.2. Weakness
- 11.3. Opportunities
- 11.4. Threat

12. SUPPLY CHAIN ANALYSIS

- 12.1. Key Raw Material Suppliers
- 12.2. Key Participants in the Supply chain
- 12.3. % Margins Across Key Participants

13. PRODUCT BENCHMARKING (MORE THAN 100 BESTSELLING PRODUCTS)

14. MARKET DYNAMICS

- 14.1. Drivers
 - 14.1.1. Increasing number of nuclear families
 - 14.1.2. Growing commercial sectors
 - 14.1.3. Penetration of Front Load Washing Machine
- 14.2. Challenges
 - 14.2.1. High maintenance cost
 - 14.2.2. High level of competition

15. MARKET TRENDS & DEVELOPMENTS

- 15.1. Advancement of new AI technology
- 15.2. Increasing Online Channels
- 15.3. Growing Technological Advancements
- 15.4. Rising Demand for Large Capacity Washing Machines
- 15.5. Increasing Penetration for Household Appliances Among Consumers

16. POLICY & REGULATORY LANDSCAPE

- 16.1. Regulatory Framework
- 16.2. Key Standards

17. SAUDI ARABIA ECONOMIC PROFILE

18. COMPETITIVE LANDSCAPE

18.1. Competition Outlook

18.2. Company Profiles

18.2.1. LG Electronics Saudi Arabia LLC

18.2.1.1. Business Overview

18.2.1.2. Merger & Acquisitions

18.2.1.3. Product Launches

18.2.1.4. Product Portfolio

18.2.1.5. Product of Interest

18.2.1.6. Key Personnel

18.2.2. United Matbouli Group (Samsung)

18.2.2.1. Business Overview

18.2.2.2. Merger & Acquisitions

18.2.2.3. Product Launches

18.2.2.4. Product Portfolio

18.2.2.5. Product of Interest

18.2.2.6. Key Personnel

18.2.3. Al Jabr Trading Co (Haier)

18.2.3.1. Business Overview

18.2.3.2. Merger & Acquisitions

18.2.3.3. Product Launches

18.2.3.4. Product Portfolio

18.2.3.5. Product of Interest

18.2.3.6. Key Personnel

18.2.4. Abdul Latif Jameel Electronics & Air (Toshiba)

18.2.4.1. Business Overview

18.2.4.2. Merger & Acquisitions

18.2.4.3. Product Launches

18.2.4.4. Product Portfolio

18.2.4.5. Product of Interest

18.2.4.6. Key Personnel

18.2.5. Alessa Industries Co (Candy)

18.2.5.1. Business Overview

18.2.5.2. Merger & Acquisitions

18.2.5.3. Product Launches

18.2.5.4. Product Portfolio

18.2.5.5. Product of Interest

18.2.5.6. Key Personnel

18.2.6. Ibrahim Shaker Co Ltd (Midea)

18.2.6.1. Business Overview

- 18.2.6.2. Merger & Acquisitions
- 18.2.6.3. Product Launches
- 18.2.6.4. Product Portfolio
- 18.2.6.5. Product of Interest
- 18.2.6.6. Key Personnel
- 18.2.7. Abdul Mohsin Al Swailem Est (Daewoo)
 - 18.2.7.1. Business Overview
 - 18.2.7.2. Merger & Acquisitions
 - 18.2.7.3. Product Launches
 - 18.2.7.4. Product Portfolio
 - 18.2.7.5. Product of Interest
 - 18.2.7.6. Key Personnel
- 18.2.8. Zagzoog Home Appliance (Whirlpool)
 - 18.2.8.1. Business Overview
 - 18.2.8.2. Merger & Acquisitions
 - 18.2.8.3. Product Launches
 - 18.2.8.4. Product Portfolio
 - 18.2.8.5. Product of Interest
 - 18.2.8.6. Key Personnel
- 18.2.9. Alesayi Electronics Co Ltd (Panasonic)
 - 18.2.9.1. Business Overview
 - 18.2.9.2. Merger & Acquisitions
 - 18.2.9.3. Product Launches
 - 18.2.9.4. Product Portfolio
 - 18.2.9.5. Product of Interest
 - 18.2.9.6. Key Personnel
- 18.2.10. Al Babtain Trading Co Inc (Beko)
 - 18.2.10.1. Business Overview
 - 18.2.10.2. Merger & Acquisitions
 - 18.2.10.3. Product Launches
 - 18.2.10.4. Product Portfolio
 - 18.2.10.5. Product of Interest
 - 18.2.10.6. Key Personnel

19. STRATEGIC RECOMMENDATIONS

- 19.1. Key Focus Areas
- 19.2. Marketing & Promotional Activities
- 19.3. Target Regions

19.4. Target Screen Size

19.5. Target Display Type

19.6. Target Distribution Channels

20. ABOUT US & DISCLAIMER

List Of Figures

LIST OF FIGURES

Figure 1: Saudi Arabia Domestic Washing Machine Market Size, By Value (USD Million), By Volume (Thousand Units), 2017-2027F.

Figure 2: Saudi Arabia Domestic Washing Machine Market Share, By Type, By Volume, 2017-2027F.

Figure 3: Saudi Arabia Domestic Washing Machine Market Share, By Machine Capacity, By Volume, 2017-2027F.

Figure 4: Saudi Arabia Domestic Washing Machine Market Share, By Technology, By Volume, 2017-2027F

Figure 5: Saudi Arabia Domestic Washing Machine Market Share, By Distribution Channel, By Volume, 2017-2027F.

Figure 6: Saudi Arabia Domestic Washing Machine Market Share, By Region, By Volume, 2017-2027F.

Figure 7: Saudi Arabia Domestic Washing Machine Market Share, By Company, By Value, 2021.

Figure 8: Saudi Arabia Domestic Washing Machine Market Map, By Type, Market Size, By Volume (Thousand Units) & Growth Rate (%), 2021.

Figure 9: Saudi Arabia Domestic Washing Machine Market Map, By Machine Capacity, Market Size (Thousand Units), By Volume & Growth Rate (%), 2021.

Figure 10: Saudi Arabia Domestic Washing Machine Market Map, By Technology, Market Size, By Volume (Thousand Units) & Growth Rate (%), 2021.

Figure 11: Saudi Arabia Domestic Washing Machine Market Map, By Distribution Channel, Market Size, By Volume (Thousand Units) & Growth Rate (%), 2021.

Figure 12: Saudi Arabia Domestic Washing Machine Market Map, By Region, Market Size, By Volume (Thousand Units) & Growth Rate (%), 2021.

Figure 13: Saudi Arabia Domestic Front Load Automatic Washing Machine Market Size, By Value (USD Million), By Volume (Thousand Units), 2017-2027F.

Figure 14: Saudi Arabia Domestic Front Load Automatic Washing Machine Market Share, By Machine Capacity, By Volume, 2017-2027F.

Figure 15: Saudi Arabia Domestic Front Load Automatic Washing Machine Market Share, By Distribution Channel, By Volume, 2017-2027F.

Figure 16: Saudi Arabia Domestic Top Load Automatic Washing Machine Market Size, By Value, (USD Million), By Volume (Thousand Units), 2017-2027F.

Figure 17: Saudi Arabia Domestic Top Load Automatic Washing Machine Market Share, By Machine Capacity, By Volume, 2017-2027F.

Figure 18: Saudi Arabia Domestic Top Load Automatic Washing Machine Market Share,

By Distribution Channel, By Volume, 2017-2027F.

Figure 19: Saudi Arabia Domestic Semi-Automatic Washing Machine Market Size, By Value (USD Million), By Volume (Thousand Units), 2017-2027F.

Figure 20: Saudi Arabia Domestic Semi-Automatic Washing Machine Market Share, By Machine Capacity, By Volume, 2017-2027F.

Figure 21: Saudi Arabia Domestic Semi-Automatic Washing Machine Market Share, By Distribution Channel, By Volume, 2017-2027F

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