

# **Saudi Arabia Domestic Washing Machine Market By Type (Front Load Automatic, Top Load Automatic, Semi-Automatic), By Machine Capacity (8 Kg & Above, Below 8 Kg), By Technology (Non-Smart, Smart Connected), By Distribution Channel (Multi Branded Stores, Supermarket/Hypermarket, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The Saudi Arabia Domestic Washing Machine Market was valued at USD 231.56 million in 2024 and is projected to reach USD 435.89 million by 2030, growing at a CAGR of 11.12% during the forecast period. The market is witnessing sustained growth due to rising disposable incomes, rapid urbanization, and evolving consumer lifestyles. As more households migrate to urban settings, there is a greater demand for time-saving household appliances, especially washing machines. The increase in nuclear families and dual-income households has also contributed to the demand for automated laundry solutions. Additionally, technological innovations such as energy-efficient and smart-connected models are driving consumer interest. These modern washing machines offer superior cleaning, water and energy savings, and remote control features via mobile apps. The expansion of both online and offline retail channels is also supporting greater accessibility and competitive pricing, further fueling market growth across the Kingdom.

### **Key Market Drivers**

## Surging Disposable Income & Urbanization

Rising disposable income and urban migration are key factors propelling the domestic washing machine market in Saudi Arabia. According to recent data, as of 2023, the country's urban population grew by 0.2 percentage points annually, reaching 13.07 percent growth. With economic development and the expansion of the middle class, more households are able to invest in modern home appliances. Urban living conditions, which favor compact and efficient solutions, have created an ideal environment for washing machine adoption. Consumers in cities often prioritize convenience and efficiency due to demanding work schedules, making automatic washing machines an attractive solution. The rise in nuclear family structures and increased workforce participation, particularly among women, further contributes to the preference for automated laundry appliances that save time and labor. These trends, supported by the growth of both online platforms and physical retail stores, are contributing significantly to market expansion.

## Key Market Challenges

### High Import Dependence

A major challenge for the Saudi Arabia domestic washing machine market is its heavy reliance on imported products. A significant share of the washing machines sold in the Kingdom are sourced from international manufacturers, particularly in Asia and Europe. This import dependence exposes the market to external risks such as supply chain disruptions, rising transportation costs, and currency fluctuations, all of which can affect retail prices and product availability. Moreover, geopolitical tensions and trade restrictions may further hinder the smooth flow of imports. This situation limits local manufacturing development and restricts product variety, as not all global models are readily available. Establishing domestic manufacturing facilities or diversifying import sources could help mitigate these challenges and improve market resilience.

## Key Market Trends

### Online Sales Channel Growth

The growth of the online sales channel is reshaping the domestic washing machine market in Saudi Arabia. High internet penetration and increased smartphone usage have made e-commerce platforms a popular option for consumers. The convenience of

browsing product catalogs, comparing specifications, accessing user reviews, and placing orders from home has changed consumer purchasing habits. The shift to digital shopping accelerated during the COVID-19 pandemic and has since become a sustained trend. Online retailers are offering competitive pricing, flexible payment options, and value-added services like free installation and delivery, enhancing the overall customer experience. These advantages are drawing more consumers toward digital platforms, positioning online sales as a key driver of market growth and reshaping the retail dynamics for washing machines in the Kingdom.

### Key Market Players

LG Electronics Inc.

Samsung Electronics

Haier Inc

Toshiba Lifestyle Middle East

Midea KSA

Panasonic Marketing Middle East & Africa FZE

Robert Bosch Middle East FZE

Godrej & Boyce Manufacturing Company Limited

BSH Household Appliances Manufacturing Private Limited

IFB Appliances

### Report Scope:

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

### Saudi Arabia Domestic Washing Machine Market, By Type:

*Saudi Arabia Domestic Washing Machine Market By Type (Front Load Automatic, Top Load Automatic, Semi-Automatic...*

Front Load Automatic

Top Load Automatic

Semi-Automatic

Saudi Arabia Domestic Washing Machine Market, By Machine Capacity:

8 Kg & 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

Supermarket/Hypermarket

Online

Others

Saudi Arabia Domestic Washing Machine Market, By Region:

Eastern

Western

Northern & Central

Southern

## Competitive Landscape

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

## Available Customizations:

Saudi Arabia Domestic Washing Machine Market report 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).

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