

Saudi Arabia Electric Kitchen Appliances Market By Type (Manual, Automatic), By Product Type (Small Kitchen Appliances, Large Kitchen Appliances), By End User (Residential, Commercial), By Distribution Channel (Specialty Retailers, E-Commerce, Supermarket & Hypermarket, Departmental Stores, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/S7C0A8413482EN.html>

Date: May 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: S7C0A8413482EN

Abstracts

Market Overview

The Saudi Arabia Electric Kitchen Appliances Market was valued at USD 523.45 million in 2024 and is expected to reach USD 641.01 million by 2030, growing at a CAGR of 3.43% during the forecast period. Market growth is being fueled by rising disposable income, rapid urbanization, and the shift toward fast-paced lifestyles that prioritize convenience and efficiency. Consumers are increasingly drawn to time-saving kitchen solutions such as smart ovens, dishwashers, and coffee machines. The Kingdom's Vision 2030 initiative, which emphasizes modernization and improved quality of life, has led to greater purchasing power and interest in modern home appliances. Additionally, a growing number of dual-income households and working women has amplified the demand for energy-efficient appliances that simplify household tasks. The market is steadily transitioning toward smart, connected kitchen devices as tech-savvy consumers seek greater convenience and innovation in daily routines.

Key Market Drivers

Technological Innovation

Technological advancements are a key factor propelling the electric kitchen appliances market in Saudi Arabia. Consumers are increasingly opting for smart devices that deliver both efficiency and convenience. These modern appliances feature capabilities such as IoT connectivity, smartphone compatibility, and voice control integration. Such innovations allow users to manage and monitor their kitchen operations remotely, saving time and reducing energy consumption. These features also support national sustainability efforts and align with Vision 2030's emphasis on technology-driven living standards. The demand for user-friendly, intelligent kitchen solutions continues to grow as households look for appliances that enhance comfort, utility, and efficiency.

Key Market Challenges

High Competition and Price Sensitivity

The electric kitchen appliances market in Saudi Arabia faces notable challenges from intense competition and consumer price sensitivity. With a wide array of local and international brands competing in the space, the market has become saturated, creating pressure on manufacturers to reduce prices. While consumers show interest in modern, feature-rich appliances, affordability remains a critical factor in their purchase decisions. This has forced many companies to walk a fine line between innovation and cost control. Heavy promotional activity and frequent discounting also add to margin pressures, making it difficult for brands to retain profitability. To stay competitive, manufacturers must consistently innovate while keeping their offerings aligned with the value expectations of a budget-conscious customer base.

Key Market Trends

Rising Popularity of Energy Efficient Products

Energy efficiency is emerging as a dominant trend in the Saudi electric kitchen appliances market. The share of energy-efficient appliances in total home appliance sales rose from 18% in 2019 to 35% in 2022, signaling a strong shift in consumer behavior. This trend is reinforced by government-led initiatives such as the Saudi Energy Efficiency Program (Tarshid), which targets a 20% reduction in energy consumption by 2025. In response, manufacturers are designing kitchen appliances

with higher energy ratings and incorporating smart features to monitor usage and reduce waste. Additionally, growing urbanization and an expanding female workforce are increasing the demand for multifunctional, compact, and timesaving kitchen solutions. These factors are collectively accelerating the adoption of energy-efficient appliances across the Kingdom.

Key Market Players

Haier Inc

Arçelik A.Ş.

Electrolux Appliances Middle East

Defy Appliances (PTY) LTD

LG Electronics Inc.

Godrej & Boyce Manufacturing Company Limited

Panasonic Holdings Corporation

Samsung Electronics Co., Ltd

Viking Range, LLC

Koninklijke Philips N.V.

Report Scope:

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

Saudi Arabia Electric Kitchen Appliances Market, By Type:

Automatic

Manual

Saudi Arabia Electric Kitchen Appliances Market, By Product Type:

Small Kitchen Appliances

Large Kitchen Appliances

Saudi Arabia Electric Kitchen Appliances Market, By End User:

Residential

Commercial

Saudi Arabia Electric Kitchen Appliances Market, By Distribution Channel:

Specialty Retailers

E-Commerce

Supermarket & Hypermarket

Departmental Stores

Others

Saudi Arabia Electric Kitchen Appliances Market, By Region:

Eastern

Western

Northern & Central

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Saudi Arabia Electric Kitchen Appliances Market.

Available Customizations:

Saudi Arabia Electric Kitchen Appliances 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).

Contents

1. INTRODUCTION

- 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. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

5. SAUDI ARABIA ELECTRIC KITCHEN APPLIANCES MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Type (Automatic, Manual)

5.2.2. By Product Type (Small Kitchen Appliances, Large Kitchen Appliances)

5.2.3. By End User (Residential, Commercial)

5.2.4. By Distribution Channel (Specialty Retailers, E-Commerce, Supermarket & Hypermarket, Departmental Stores, Others)

5.2.5. By Region

5.2.6. By Company (2024)

5.3. Market Map

6. SAUDI ARABIA SMALL ELECTRIC KITCHEN APPLIANCES MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By Distribution Channel

7. SAUDI ARABIA LARGE ELECTRIC KITCHEN APPLIANCES MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Type

7.2.2. By Distribution Channel

8. MARKET DYNAMICS

8.1. Drivers

8.2. Challenges

9. MARKET TRENDS & DEVELOPMENTS

9.1. Merger & Acquisition (If Any)

9.2. Product Launches (If Any)

9.3. Recent Developments

10. PORTERS FIVE FORCES ANALYSIS

- 10.1. Competition in the Industry
- 10.2. Potential of New Entrants
- 10.3. Power of Suppliers
- 10.4. Power of Customers
- 10.5. Threat of Substitute Products

11. SAUDI ARABIA ECONOMIC PROFILE

12. POLICY & REGULATORY LANDSCAPE

13. COMPETITIVE LANDSCAPE

13.1. Company Profiles

13.1.1. Haier Inc

- 13.1.1.1. Business Overview
- 13.1.1.2. Company Snapshot
- 13.1.1.3. Products & Services
- 13.1.1.4. Financials (As Per Availability)
- 13.1.1.5. Key Market Focus & Geographical Presence
- 13.1.1.6. Recent Developments
- 13.1.1.7. Key Management Personnel

13.1.2. Ar?elik A.?

13.1.3. Electrolux Appliances Middle East

13.1.4. Defy Appliances (PTY) LTD

13.1.5. LG Electronics Inc.,

13.1.6. Godrej & Boyce Manufacturing Company Limited

13.1.7. Panasonic Holdings Corporation

13.1.8. Samsung Electronics Co., Ltd

13.1.9. Viking Range, LLC

13.1.10. Koninklijke Philips N.V.,

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

I would like to order

Product name: Saudi Arabia Electric Kitchen Appliances Market By Type (Manual, Automatic), By Product Type (Small Kitchen Appliances, Large Kitchen Appliances), By End User (Residential, Commercial), By Distribution Channel (Specialty Retailers, E-Commerce, Supermarket & Hypermarket, Departmental Stores, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/S7C0A8413482EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S7C0A8413482EN.html>