

# **Saudi Arabia Home Appliances Market By Product (Refrigerator, Washing Machine, Air Conditioner & Heater, Entertainment & Information Appliances, Microwave & Oven, Cleaning Appliance, Others), By Distribution Channel (Electronic & Specialty Stores, Supermarket/Hypermarket, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

Saudi Arabia Home Appliances Market was valued at USD 4.17 billion in 2024 and is anticipated to grow USD 5.32 billion by 2030 with a CAGR of 4.20% during forecast period. The Saudi Arabia home appliances market is experiencing robust growth, driven by urbanization, rising disposable incomes, and a shift towards technologically advanced products. The demand for energy-efficient, smart, and connected home appliances is increasing as consumers prioritize convenience, sustainability, and innovation. The market is also benefiting from Saudi Arabia's Vision 2030, which focuses on economic diversification and improving quality of life, further boosting demand for modern home appliances. Major segments include refrigerators, washing machines, air conditioners, and kitchen appliances, with e-commerce platforms playing a significant role in expanding product accessibility. The market's growth is expected to continue as consumer preferences evolve.

### Key Market Drivers

#### Technological Advancements and Smart Appliances

One of the most significant drivers of the Saudi Arabia home appliances market is the rapid pace of technological advancements. As technology continues to improve, Saudi consumers are increasingly leaning toward home appliances that offer convenience, efficiency, and enhanced functionality. Smart home appliances, which can be controlled remotely via smartphones or integrated into home automation systems, are becoming highly sought after. Products like smart refrigerators, washing machines, and air conditioners are gaining popularity for their ability to optimize energy consumption, provide real-time updates, and be operated through voice or mobile apps.

### Increasing Disposable Incomes and Urbanization

Rising disposable incomes and ongoing urbanization are key factors fueling the demand for home appliances in Saudi Arabia. With the country's economic growth and the expanding middle class, consumers have increased purchasing power to invest in premium, durable, and energy-efficient appliances. The government's Vision 2030 initiatives, focused on economic diversification, are fostering job creation, business expansion, and overall economic stability, leading to higher household income. Additionally, urbanization is driving the need for home appliances as more people relocate to urban areas for better job prospects and living conditions. This shift encourages the demand for modern, technology-driven appliances that align with contemporary lifestyles. According to recent data, consumer spending in Saudi Arabia reached USD 351.55 billion in 2023, marking a 7% increase from approximately USD 329.41 billion in 2022. This rise in consumer expenditure has significantly boosted the demand for home appliances, as households allocate more of their growing incomes toward upgrading and purchasing new appliances.

### Energy Efficiency and Environmental Concerns

Energy efficiency is becoming a significant priority for consumers in Saudi Arabia, driven by concerns about electricity consumption, rising utility costs, and environmental sustainability. The Saudi government has introduced various energy efficiency programs and initiatives aimed at reducing electricity consumption, which have had a substantial impact on consumer preferences. Appliances that consume less energy while providing high performance are increasingly seen as both cost-effective and environmentally responsible. A recent study highlights the significant growth potential in the air conditioning market. Presently, there are approximately 900 million room air conditioners in use globally. However, with rising populations, increasing incomes, and escalating global temperatures, this figure is projected to surge to 2.5 billion by 2050. In regions with hot climates, such as Saudi Arabia, air conditioning plays a critical role,

accounting for up to 70% of peak energy consumption. This substantial demand underscores the need for innovative and energy-efficient cooling solutions to meet future requirements sustainably, especially in energy-intensive markets like Saudi Arabia.

The demand for energy-efficient products such as inverter air conditioners, LED lighting, and low-energy washing machines is on the rise, as consumers look for appliances that reduce their environmental footprint and minimize long-term energy costs. This trend is not only a response to government regulations but also reflects a growing awareness among Saudi consumers of the environmental impact of their household choices. Additionally, energy-efficient appliances align with the broader vision of sustainable development in Saudi Arabia, complementing national objectives for reducing carbon emissions and promoting green technologies.

## Key Market Challenges

### Changing Consumer Preferences and Adaptation to Local Needs

While technological innovations and energy-efficient appliances are increasingly popular in Saudi Arabia, consumer preferences can be highly diverse and subject to rapid changes. There is a growing demand for appliances that are both innovative and suitable for the specific needs of Saudi households, particularly in terms of cultural, climatic, and economic factors. For instance, the demand for cooling systems such as air conditioners is significant due to the harsh desert climate, but consumers also look for features that align with local preferences, such as water-saving functions and compatibility with local power grids.

### High Competition and Price Sensitivity

The home appliances market in Saudi Arabia is highly competitive, with both local and international brands vying for consumer attention. Major global brands, including Samsung, LG, and Whirlpool, dominate the market, alongside regional players. This intense competition often leads to price wars, where companies cut prices to attract budget-conscious consumers. While price reduction can drive short-term sales, it can also erode profit margins and make it difficult for businesses to sustain long-term profitability.

### Supply Chain and Import Dependency

Saudi Arabia's home appliances market is heavily reliant on imports, particularly for high-end and technologically advanced products. Many home appliance brands rely on international suppliers for raw materials and components, making the supply chain vulnerable to disruptions. Global factors such as trade restrictions, shipping delays, or fluctuations in currency exchange rates can lead to supply shortages or price hikes, which in turn affect product availability and pricing.

## Key Market Trends

### Premiumization and Customization

As disposable incomes rise and consumer preferences evolve, Saudi consumers are increasingly leaning toward premium and customized home appliances. The growing middle class and affluent consumers are driving demand for high-quality products with innovative features and stylish designs. Luxury kitchen appliances, energy-efficient washing machines, and advanced air conditioners are becoming more popular among those willing to invest in premium home solutions. Additionally, customization is a key trend, with consumers seeking appliances that blend functionality with aesthetic appeal. In response, manufacturers are offering a range of colors, sizes, finishes, and modular options, allowing customers to personalize their appliances to match their home décor.

### Online Shopping and E-Commerce Growth

E-commerce growth is reshaping the home appliances market in Saudi Arabia, with more consumers shifting from traditional stores to online shopping platforms. The convenience of browsing, comparing prices, reading reviews, and home delivery is a major factor driving this trend. E-commerce giants like Amazon.sa, Carrefour, and Jarir Bookstore have seen significant growth in home appliances sales. The COVID-19 pandemic accelerated this shift, with online shopping becoming a safer alternative. Even post-pandemic, the preference for digital shopping remains strong. To meet demand, retailers are enhancing their digital presence, offering exclusive deals, faster deliveries, and improving customer service through optimized websites and mobile apps. According to GO-Globe E-Commerce Saudi Arabia, the Saudi e-commerce sector generated USD 10 billion in revenue in 2023, positioning the Kingdom as the 28th largest online market globally, which further drives the market growth.

## Segmental Insights

### Distribution Channel Insights

The supermarket/hypermarket segment was the dominant channel in the Saudi Arabia home appliances market, driven by consumer preferences for convenience and the ability to physically inspect products before purchase. These retail outlets offer a wide range of home appliances, often providing competitive pricing and promotions. Additionally, supermarkets and hypermarkets benefit from high foot traffic and strong brand visibility, attracting a diverse consumer base. With the growth of modern retail infrastructure and expansion of large-scale outlets in urban areas, supermarkets and hypermarkets are well-positioned to continue leading the home appliances market in Saudi Arabia.

### Regional Insights

The Northern and Central regions dominated the Saudi Arabia home appliances market, driven by high population density, urbanization, and economic development in cities like Riyadh, Jeddah, and Dammam. These regions account for a significant portion of the country's retail and consumer spending, with a large number of residential, commercial, and industrial developments spurring demand for home appliances. The presence of major retail chains, hypermarkets, and e-commerce platforms in these areas further strengthens market growth. Additionally, the higher purchasing power and tech-savvy consumer base in these regions contribute to the dominance of the Northern and Central regions in the market.

### Key Market Players

LG Electronics Saudi Arabia LLC

Basic Electronics Company Ltd.

Zamil Air Conditioners Holding Company Ltd

Samsung Electronics Saudi Arabia Ltd.

Fujitsu General (Middle East) FZE

Alessa Industries Company

Electrolux Appliances Middle East

Al Jabr Electronics

Panasonic Marketing Middle East & Africa FZE

Robert Bosch Saudi Arabia Ltd

### Report Scope:

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

#### Saudi Arabia Home Appliances Market, By Product:

Refrigerator

Washing Machine

Air Conditioner & Heater

Entertainment & Information Appliances

Microwave & Oven

Cleaning Appliance

Others

#### Saudi Arabia Home Appliances Market, By Distribution Channel:

Electronic & Specialty Stores

Supermarket/Hypermarket

Online

Others

Saudi Arabia Home Appliances Market, By Region:

Northern & Central

Western

Southern

Eastern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Saudi Arabia Home Appliances Market.

Available Customizations:

Saudi Arabia Home 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).

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