

# **Saudi Arabia Washing Machine Market By Product Type (Fully Automatic & Semi-Automatic), By Capacity (Below 6 Kg, Between 6-8 Kg, 8 Kg and Above), By Technology (Conventional Washing Machine and Smart Connected Washing Machine), By Distribution Channel (Electronic and Specialty Retailers, Hypermarkets/ Supermarkets, Online Channels, Others (Direct Selling, etc.)), By Region, Competition Forecast & Opportunities, 2027**

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## **Abstracts**

Saudi Arabia washing machine market is anticipated to register a steady CAGR during the forecast period, 2023-2027. The rise in the number of nuclear families and working population and the growing popularity of online sales channels are the major factors driving the growth of the Saudi Arabia washing machine market. Also, the launch of the advanced version of washing machines and the integration of novel technologies in washing machines are expected to fuel the Saudi Arabia washing machine market growth over the forecast period.

### **Rise in the Nuclear Families Drives the Market Growth**

The number of households stood at 5.46 million as of March 2022, and this number is expected to grow at a rapid rate in the coming years. Saudi Arabia is majorly dependent on the oil & gas industry. The government is adopting measures to lower the dependence and generate new income sources to boost the economic position of the country. The surge in economic activities is fueling the rate of industrialization and urbanization, which is putting a significant impact on consumers' nature and type of

urban life. People have started to live single, or as nuclear families and the surge in the working population, there is less time left to do the household work. To wash the clothes in a concise amount of time efficiently and use less water and electricity is accelerating the sales of washing machines across the country.

### High Demand from Commercial Sector Fuels the Market Growth

The launch of supportive government programs such as Saudi Vision 2030 and the National Transformation Program is expected to boost the country's commercial sector. To make Saudi Arabia one of the leading nations worldwide, the Saudi government is working on the development of world-class infrastructure. Saudi Arabia attracts a large number of tourists every year, which fuels the construction and development of hotels in the country. The rise in the number of hotels and the need to provide a pleasant experience to tourists during a hotel stay is bolstering the need to invest in advanced electronic appliances such as washing machines, presses, television, refrigerators, amongst others other electronic appliances.

Also, Saudi Arabia has many hospitals and clinics to provide quality healthcare facilities to its citizens. The need to wash the bedsheets, covers, curtains, and other coverings and clothes of healthcare professionals and patients to keep the surroundings clean and hygienic is expected to propel the demand for washing machines over the next five years.

### Emergence of Online Sales Channel Supports the Market Growth

The high internet penetration and proliferation of smart devices are driving the popularity of the e-commerce industry across the country. The high disposable income of the consumers enables them to afford a quality lifestyle by purchasing advanced electronic appliances to ease the comfort and convenience of consumers. Consumers have started to buy through the online sales platform instead of visiting the stores physically, as it takes a lot of time and effort to go to the store. Market players provide several additional facilities such as payment flexibility options, free doorstep delivery, easy exchange options, and free installation of the washing machine to lure the customers into buying the washing machine of their brand. The shift of the market players towards the online sales platform and the changing consumer preference is expected to accelerate the demand for Saudi Arabia washing machine market through the next five years.

### Market Segmentation

*Saudi Arabia Washing Machine Market By Product Type (Fully Automatic & Semi-Automatic), By Capacity (Below 6 K...*

The Saudi Arabia washing machine market is segmented into product type, capacity, technology, distribution channel, regional distribution, and company. Based on product type, the market is divided into fully automatic & semi-automatic. Based on capacity, the market is divided into below 6 kg, between 6-8 kg, 8 kg and above. Based on technology, the market is divided into conventional washing machine and smart connected washing machine. Based on distribution channel, the market is divided into electronic and specialty retailers, hypermarkets/ supermarkets, online channels, others (direct selling, etc.). To analyze the market based on the region, the Saudi Arabia washing machine market is studied in major regions namely western, central, southern, eastern, and northern.

### Market Players

Zagzoog For Home Appliances (Whirlpool), LG Electronics Gulf FZE, Midea Middle East, Panasonic Marketing Middle East & Africa FZE, AB Electrolux, Samsung Electronics, Robert Bosch Saudi Arabia Ltd, Arcelik Hitachi Home Appliances Sales Middle East Fze, Abdul Mohsen A Alswailem Co., are the major market players operating in the Saudi Arabia washing machine market.

### Report Scope:

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

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

Fully Automatic

Semi-Automatic

#### Saudi Arabia Washing Machine Market, By Capacity:

Below 6 Kg

Between 6-8 Kg

8 Kg and Above

### Saudi Arabia Washing Machine Market, By Technology:

Conventional Washing Machine

Smart Connected Washing Machine

### Saudi Arabia Washing Machine Market, By Distribution Channel:

Electronic and Specialty Retailers

Hypermarkets/ Supermarkets

Online Channels

Others

### Saudi Arabia Washing Machine Market, By Region:

Western

Central

Southern

Eastern

Northern

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Saudi Arabia 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:

*Saudi Arabia Washing Machine Market By Product Type (Fully Automatic & Semi-Automatic), By Capacity (Below 6 K...*

## Company Information

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