

Middle East & Africa Car Care Products Market Forecast to 2028 - COVID-19 Impact and Regional Analysis By Products (Cleaning Products, Polishing and Waxing Products, Fresheners, and Others), Application (Interior and Exterior), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)

<https://marketpublishers.com/r/M694B90213BFEN.html>

Date: March 2023

Pages: 109

Price: US\$ 3,000.00 (Single User License)

ID: M694B90213BFEN

Abstracts

The Middle East & Africa car care products market is expected to grow from US\$ 364.19 million in 2022 to US\$ 464.66 million by 2028. It is estimated to grow at a CAGR of 4.1% from 2022 to 2028.

Strong Growth of E-Commerce Distribution Channel is Expected to Offer Several Lucrative Opportunities for the Middle East & Africa Car Care Products Market Growth in the Coming Years

Growth in online shopping is attributed to a rise in per capita income, an inclination toward a better standard of living, and a high number of smartphone users. This growth is fueling the development of e-commerce platforms such as Amazon and Flipkart. Social media platforms and Google Ads also play a major role in increasing the online sales. In addition, integrating advanced technologies such as AI in e-commerce platforms offers many growth prospects for the development of e-commerce distribution channels. Further, the emergence of the COVID-19 pandemic has fueled e-commerce retail sales. People were compelled to use online platforms such as Amazon and Flipkart to get their essentials due to lockdown and other social restrictions. In addition, the online sales of different car care products have significantly increased in recent years. Numerous advantages of e-commerce distribution channels such as easy

accessibility, availability of multiple choices, special offers, coupons and discounts, easy return and exchange, and on-time delivery are promoting the sales of different car care products. Hence, the strong growth of e-commerce distribution channels is expected to offer several lucrative opportunities for the Middle East & Africa car care products market growth in the coming years.

Middle East & Africa Car Care Products Market Overview

The growing automotive sales in the region, especially in South Africa and Saudi Arabia are creating a significant demand for various car care products. Rising middle-class income, increasing population, and the total increase in passenger vehicle production are some key factors responsible for driving the Middle East & Africa car care products market. According to the International Trade Administration, Middle East & Africa accounted for 35% of vehicles sold. The report revealed that internal combustible engines (ICE) vehicles are expected to make up the majority of vehicles driven in Saudi Arabia from 2021 to 2035. Moreover, it is estimated that 62,000 electric vehicles are expected to be sold in Gulf Cooperation Council and 91,000 electric vehicles in the Middle East & Africa region by 2025. Moreover, according to the report by Toyota Motor Corporation, company led active sales promotion policies and enhancements to various facilities such as showrooms and service/parts centers by the distributors in the region has substantially increased the sales of cars. These key factors are expected to boost the demand for car care products during the forecast period.

Middle East & Africa Car Care Products Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Car Care Products Market Segmentation

The Middle East & Africa car care products market is segmented into products, application, distribution channel, and country.

Based on products, the Middle East & Africa car care products market is segmented into cleaning products, polishing and waxing products, fresheners, and others. In 2022, the fresheners segment registered a largest share in the Middle East & Africa car care products market.

Based on application, the Middle East & Africa car care products market is bifurcated into interior and exterior. In 2022, the interior segment registered a larger share in the Middle East & Africa car care products market.

Based on distribution channel, the Middle East & Africa car care products market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. In 2022, specialty stores segment registered a largest share in the Middle East & Africa car care products market.

Based on country, the Middle East & Africa car care products market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. In 2022, Saudi Arabia segment registered a largest share in the Middle East & Africa car care products market.

3M Co; Adolf Wurth GmbH & Co KG; Cartec BV; Holt Lloyd International Ltd; Pidilite Industries Ltd; Shell Plc; SONAX GmbH; Tetrosyl Ltd; and Turtle Wax Inc are the leading companies operating in the Middle East & Africa car care products market.

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