

# **Middle East & Africa Housewares Market Forecast to 2030 - Regional Analysis - by Product Type (Cookware and Bakeware, Tableware, Kitchen Appliances, Bathroom Essentials, and Others) and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)**

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## **Abstracts**

The Middle East & Africa housewares market was valued at US\$ 27,422.30 million in 2022 and is expected to reach US\$ 37,358.06 million by 2030; it is estimated to record a CAGR of 3.9% from 2022 to 2030.

### **Development of Smart Appliances Fuel Middle East & Africa Housewares Market**

Smart appliances can be operated using smartphones or tablets connected via Bluetooth, near-field communication (NFC), or Wi-Fi. These technologies allow users to control their smart appliances via an app. Manufacturers are continuously modifying and developing smart home appliances to support easy lifestyles, which especially appeals to tech-savvy consumers. Well-known brands have been developing devices with automation and hi-tech features for smart homes. Moreover, voice assistants and artificial intelligence (AI) are bringing significant evolution into smart housewares.

Energy-saving appliances, notifications enabled on connected devices, and Wi-Fi capabilities are the key functional upgrades in smart kitchen appliances. For example, smart microwaves can seamlessly download cooking instructions, read barcodes on food products, and offer AI voice assistants to enable a completely hands-free experience. Whirlpool, in January 2022, announced that some of its smart, Wi-Fi-connected microwave would be upgraded to incorporate an air fry mode via a software

update to replicate the crispy reheating specifications. Thus, the incorporation of innovative technologies into housewares is likely to bring new trends in the housewares market in the coming years.

## Middle East & Africa Housewares Market Overview

The housewares market in the Middle East & Africa is sub-segmented into South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. As more people move to urban areas and work toward improved living standards, the demand for quality and aesthetically pleasing housewares is on the rise in Middle Eastern countries.

Additionally, changing lifestyles and evolving consumer preferences play a significant role in shaping the housewares market in the region. Modern consumers are more inclined toward convenient and time-saving solutions, especially kitchen appliances, which save time and effort, along with enhancing the overall cooking and dining experience. The rising awareness about health and wellness further propels the demand for particular cookware and bakeware items designed to promote healthier cooking methods that align with the changing dietary preferences of consumers. However, consumer spending on nonessential housewares has decreased due to low-wage growth in the Middle East & Africa. According to the International Labour Organization (ILO), Africa experienced a -1.4% total wage growth rate in 2021, which further dropped to -0.5% in the first half of 2022. In the UAE, wage trends are uncertain, but low-wage growth of 0.5% in 2021 and 1.2% in 2022 were reported.

E-commerce and digital platforms have revolutionized consumers' shopping behavior for housewares. The ease of online shopping, the availability of a wide variety of products, and competitive pricing further boost the sales of houseware on online platforms. With a vast range of options available for buying, people can make informed choices based on product specifications, reviews, and prices. E-commerce platforms have bridged the gap between consumers and suppliers, expanding the market reach and driving the sales of cookware and bakeware, tableware, kitchen appliances, and bathroom essentials in the Middle East & Africa.

## Middle East & Africa Housewares Market Revenue and Forecast to 2030 (US\$ Million)

### Middle East & Africa Housewares Market Segmentation

The Middle East & Africa housewares market is segmented based on product type, distribution channel, and country. Based on product type, the Middle East & Africa housewares market is segmented into cookware and bakeware, tableware, kitchen

appliances, bathroom essentials, and others. The kitchen appliances segment held the largest market share in 2022.

In terms of distribution channel, the Middle East & Africa housewares market is segmented into supermarkets and hypermarkets, speciality stores, online retail, and others. The supermarkets and hypermarkets segment held the largest market share in 2022.

By country, the Middle East & Africa housewares market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa housewares market share in 2022.

Inter Ikea Holding Bv, Newell Brands Inc, BSH Hausgerate Gmbh, and Kohler Co are some of the leading players operating in the Middle East & Africa housewares market.

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