

Food Preparation Appliances in Saudi Arabia

Market Direction | 2022-12-05 | 39 pages | Euromonitor

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Report description:

Urbanisation and the government's investment in major new housing projects, as well as providing taxation initiatives for companies looking to build on undeveloped lands, has all helped to drive an increase in the number of new households in Saudi Arabia. The demand for new housing has been triggered by the Kingdom's high birth rate and the increasing number of migrants coming into the country following the lifting of COVID-19 restrictions. With more households and consumers returning to busier...

Euromonitor International's Food Preparation Appliances in Saudi Arabia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Food Preparation Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Hypermarkets sees growing prominence in the category as consumers go in search of value and convenience

Promotional offers become sales incentive for brands

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E-commerce set to increase its share thanks to competitive pricing

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