

Uae Home Appliances Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

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Report description:

A home appliance, also referred to as a domestic appliance, an electric appliance, or a household appliance, is a machine that assists in household functions such as cooking, cleaning, and food preservation.

COVID-19 has disrupted the global supply chain of the major home appliances and consumer electronic brands. China is one of the largest consumers and producers of various home appliances and consumer electronics products, but it also caters to a wide range of countries by exporting several input supplies that are essentially used to produce finished goods. The shutdown of production in China has forced other consumer electronics makers based in the UAE to temporarily hold the production of the finished goods. This is leading to an increase in the supply and demand gap.

The United Arab Emirates is a constitutional federation of seven emirates consisting of Abu Dhabi, Dubai, Sharjah, Ajman, Umm al-Qaiwain, Ras al-Khaimah, and Fujairah. The United Arab Emirates home appliance market has experienced steady growth over the past few years, and it is one of the top countries in the consumption of home appliances. The rapidly growing expatriate population, rising disposable income, and rapid urbanization are some of the other key factors contributing to the high demand for home appliances. The United Arab Emirates is expected to continue its dominance owing to the heavy adoption of energy-efficient home appliances. Moreover, the growing population coupled with changing lifestyles is predicted to fuel the growth of the home appliance market in the United Arab Emirates. Product innovation, new product development, and integration of numerous value-added features are further expected to boost the market demand over the next few years. The demand for smart home appliances is increasing due to several factors such as increased digitalization, growing consumer awareness of smart hubs, and growing consumer purchasing power.

UAE Home Appliance Market Trends

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Growing Expatriate Population is Driving the Market

The United Arab Emirates has a rapidly growing expatriate population due to migration from other countries. The growing expatriate population and low import duties are supporting the growth of the home appliances market in the United Arab Emirates. Leading companies are working on launching technology-driven home appliances, keeping in mind the need of the working-class population. The important reason behind the rising demand for smart home appliances is the tech-savvy young population. Young people find more value in the concept of smart homes and connected devices mainly because of the convenience that these devices offer.

Refrigerator Segment is Major Largest Share in the Market

The United Arab Emirates Refrigerator market is expected to grow due to the rising demand for energy-efficient and sustainable technology equipment and the growing preference for frozen & chilled products. Expansion of the food and beverage industry, bustling tourism, and the upcoming smart cities development projects would contribute to the Refrigerator market growth. Growing investments in innovation of refrigerators units and rising income levels, and a rise in rising consumer spending power are some of the key trends stimulating market growth. Furthermore, increasing nuclear family count and environmental changes are anticipated to boost the growth of the overall market.

UAE Home Appliance Market Competitor Analysis

Companies across the world have huge investments in this segment of the market. In the UAE, the home appliances market has many companies concentrated on minor shares. BSH Home Appliances FZE, LG Electronics Gulf FZE, Better Life LLC, Haier Electronics Group Co. Ltd?, Samsung Electronics Ltd, AB Electrolux, and Hisense Middle East are among the home appliances companies in UAE.

Adoption of smart home appliances and up-gradation to new home appliances lead to increasing competition amongst the company. Innovation and technological advancement are taking pace as COVID and urbanization strike general people to the adoption of the new furniture.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Deliverables

1.2 Study Assumptions

1.3 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Overview

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- 4.2 Market Drivers
- 4.3 Market Restraints
- 4.4 Insights on Various Regulatory Landscape
- 4.5 Insights on impact of technology and innovation in the Market
- 4.6 Value Chain Analysis
- 4.7 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.7.1 Threat of New Entrants
 - 4.7.2 Bargaining Power of Buyers
 - 4.7.3 Bargaining Power of Suppliers
 - 4.7.4 Threat of Substitutes
 - 4.7.5 Intensity of Competitive Rivalry
- 4.8 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Product
 - 5.1.1 By Major Appliances
 - 5.1.1.1 Refrigerators
 - 5.1.1.2 Freezers
 - 5.1.1.3 Dishwashing Machines
 - 5.1.1.4 Washing Machines
 - 5.1.1.5 Ovens
 - 5.1.1.6 Air Conditioners
 - 5.1.1.7 Other Major Appliances
 - 5.1.2 By Small Appliances
 - 5.1.2.1 Coffee/Tea Makers
 - 5.1.2.2 Food Processors
 - 5.1.2.3 Grills & Roasters
 - 5.1.2.4 Vacuum Cleaners
 - 5.1.2.5 Grills & Roasters
 - 5.1.2.6 Other Small Appliances
- 5.2 By Distribution Channel
 - 5.2.1 Supermarkets and Hypermarkets
 - 5.2.2 Specialty Stores
 - 5.2.3 Online
 - 5.2.4 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 BSH Home Appliances FZE
 - 6.2.2 LG Electronics Gulf FZE
 - 6.2.3 Better Life LLC
 - 6.2.4 Haier Electronics Group Co. Ltd
 - 6.2.5 Samsung Electronics Ltd
 - 6.2.6 AB Electrolux
 - 6.2.7 Hisense Middle East
 - 6.2.8 Teka Kuchentechnik United Arab Emirates LLC

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6.2.9 Dyson Limited

6.2.10 Karcher

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

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