

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

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Report description:

Major appliances or white goods, minor appliances, and consumer electronics are the three types of household appliances. Major appliances, such as household appliances, are used for routine chores like cooking, laundry, food preservation, etc. They are often outfitted with unique connections such as electrical, gas, plumbing, and ventilation arrangements, limiting their mobility throughout the house.

With the rise of COVID-19, as individuals spend more time at home, home appliances in Oman are increasingly making their way into shopping trolleys. While the sector experienced some instability due to the lockdowns, overall customer sentiment has been favorable, and the prognosis is hopeful. COVID-19 has disrupted the supply chain of major home appliance and consumer electronics firms in Oman.

The rising demand for air conditioners, washing machines, and refrigerators is assisting customers in raising their living standards, and the number of homes in Oman is expanding. Consumers have been employing efficient gadgets and embracing technologies to better their households due to technological advancements in various electronic equipment. These household appliances are more energy-efficient than standard household appliances. The consumer trend toward energy and water-efficient appliances also provides chances for the Oman home appliances industry.

Oman Home Appliances Market Trends

Digital sales trending for major appliances in Oman

Major appliances are the next important development drivers for Oman's e-commerce platforms. For the first time, internet

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appliance sales surpassed those of conventional retail outlets in 2020. E-commerce platforms are collaborating with appliance manufacturers to make it easier to buy small and large appliances online. They are concentrating on big appliance sales with free delivery, no-questions-asked returns, and flexible consumer loans.

Appliance manufacturers are also adopting new kinds of marketing to promote their products, such as live streaming.

Home-utility & wellness products to become the rage

As the continuous narrative of work-from-home or remote jobs and online learning continues into the next year, and people continue to spend more time indoors, useful items that complement the stay-at-home and do-it-yourself lifestyle are in high demand. Household appliances such as refrigerators, dishwashers, indoor air cleaners, washing machines, and low-cost and premium electronic devices, for example, will likely be purchased and sold in huge quantities in the next year.

Furthermore, because the pandemic has reaffirmed the importance of healthy living, a new and innovative category of wellness products has emerged as a 'need of the hour' solution; these types of anti-COVID, anti-infection, or health-consciousness-based home appliances will be in high demand again in 2021.

Oman Home Appliances Market Competitor Analysis

The Oman home appliances market is competitive. The rise in urban population and rising disposable income in Oman is set to increase the sales of home appliances products. Haier Electronics Group Co., Ltd., Electrolux AB, Samsung Electronics Co., LG Electronics, BSH Home Appliances Corporation, Haier Electronics Group Co., Ltd., Panasonic Corporation, Middleby Corporation, Hitachi Appliances, Inc., and others are major players in the Home Appliances market in Oman.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Overview

4.2 Market Drivers

4.3 Market Restraints

4.4 Insights on technological innovations in the home appliance industry

4.5 Value Chain / Supply Chain Analysis

4.6 Porter's Five Forces Analysis

4.6.1 Threat of New Entrants

4.6.2 Bargaining Power of Buyers/Consumers

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- 4.6.3 Bargaining Power of Suppliers
- 4.6.4 Threat of Substitute Products
- 4.6.5 Intensity of Competitive Rivalry
- 4.7 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Product
 - 5.1.1 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 Small Appliances
 - 5.1.2.1 Coffee Makers
 - 5.1.2.2 Food Processors
 - 5.1.2.3 Grills and Roasters
 - 5.1.2.4 Vacuum Cleaners
 - 5.1.2.5 Other Small Appliances
- 5.2 By Distribution Channel
 - 5.2.1 Multi Branded Stores
 - 5.2.2 Specialty Stores
 - 5.2.3 Online Stores
 - 5.2.4 Other Distribution Channel

6 COMPETITIVE LANDSCAPE

- 6.1 Market Competition Overview
- 6.2 Company Profiles
 - 6.2.1 Hitachi
 - 6.2.2 Whirlpool Corporation
 - 6.2.3 Panasonic Corporation
 - 6.2.4 LG Electronics
 - 6.2.5 Bosch
 - 6.2.6 Samsung Electronics
 - 6.2.7 Sony
 - 6.2.8 Midea
 - 6.2.9 Electrolux
 - 6.2.10 Haier
 - 6.2.11 Philips

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 APPENDIX

9 DISCLAIMER AND ABOUT US

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