

Uae Major 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:

The UAE's main home appliances market is expected to increase significantly over the projected period, owing to the rising availability of appliances that simplify work. The UAE's rapidly rising expatriate population and cheap import levies are helping expand the main appliances industry.

The major appliances market for residential end users is expected to grow during the forecast period in the post-COVID-19 scenario. The COVID-19 pandemic has impacted the main appliance industry's good and bad aspects. The COVID-19 epidemic has raised the demand for large items such as refrigerators and washing machines. Following the virus's spread, most of the population is working from home; hence, spending more time at home necessitates many appliances that can execute chores more effectively than previous techniques.

Additionally, increased disposable income and rising living standards are two main reasons for the high demand for large household equipment. The high growth in consumer home appliances will propel the UAE market to new heights by 2025. Furthermore, the development of energy-efficient electric kitchen appliances and rising demand for remotely operated kitchen appliances with sensors positively boost the market growth.

UAE Major Home Appliances Market Trends

Growth of urbanization will drive the market

The remarkable changes brought about by urbanization characterize the United Arab Emirates today. The spectacular growth of the major cities, particularly Dubai, Abu Dhabi, and Sharjah, is mirrored not only in the spectacular growth of the major cities,

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particularly Dubai, Abu Dhabi, and Sharjah, but also in the rapid development of medium-sized towns such as Al Ain, Ras El Khaimah, Ajman, and El Fujairah. This increase in urbanization is driving up sales of large appliances. As more cities become urbanized, more individuals purchase sophisticated house equipment. This will significantly impact the home appliances market in the UAE throughout the projected period.

Growth of Smart home appliances will drive the market in UAE

Smart houses are the current trends in residential and commercial space construction worldwide, and the UAE has become a destination of wonder engineering. A smart house has a particular linked platform - an integrated system that is automated and controlled by a central unit, allowing its occupants to remotely manage and program an array of automated home electrical gadgets. The smart home industry will be one of the fastest-growing sectors in the UAE's real estate sector. Because the government recognizes the importance of energy efficiency in households, several initiatives are being implemented to allow other market actors to enter the market.

UAE Major Home Appliances Market Competitor Analysis

Western manufacturers dominate the market in Qatar and the UAE, and a substantial market for substitute items is forming. Other GCC nations have modest penetration, although growth is rapid and in pace with expanding household spending power. Although the UAE is a regional industrial hub, it is hampered by political unpredictability. In 2022, demand for appliances in emerging markets remained robust.

Panasonic, Whirlpool, Electrolux AB, Defy Appliances (Pty) Ltd, Bosch, LG Electronics, Godrej Group, Panasonic Corporation, Samsung Electronics, Viking Range, LLC, AmicaWronki S.A., and Arcelik A.S. are some of the prominent participants in the UAE major home appliances industry. Leading corporations are developing technology-driven kitchen equipment with the needs of the working-class people in mind.

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 major home appliances industry

4.5 Insights on Government Regulations in the Market

4.6 Value Chain / Supply Chain Analysis

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- 4.7 Porter's Five Forces Analysis
 - 4.7.1 Threat of New Entrants
 - 4.7.2 Bargaining Power of Buyers/Consumers
 - 4.7.3 Bargaining Power of Suppliers
 - 4.7.4 Threat of Substitute Products
 - 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 Refrigerators
 - 5.1.2 Freezers
 - 5.1.3 Dishwashing Machines
 - 5.1.4 Washing Machines
 - 5.1.5 Ovens
 - 5.1.6 Air Conditioners
 - 5.1.7 Other Appliances
- 5.2 By Distribution channel
 - 5.2.1 Supermarkets/Hypermarkets
 - 5.2.2 Specialty Stores
 - 5.2.3 Online
 - 5.2.4 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

- 6.1 Market Competition Overview
- 6.2 Company Profiles
 - 6.2.1 Panasonic
 - 6.2.2 Samsung
 - 6.2.3 Whirlpool
 - 6.2.4 Sony
 - 6.2.5 Hitachi
 - 6.2.6 Maytag
 - 6.2.7 Bosch
 - 6.2.8 Siemens
 - 6.2.9 Better Life LLC
 - 6.2.10 Dyson Limited

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

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