

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

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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Report description:

The rise in consumer disposable income, improved quality of life, and ease of use of small home appliances have resulted in the growing demand for the market over the previous years. Growing infrastructural facilities related to restaurants and cafes are largely escalating the consumption rate of such products at several restaurants and cafes. Middle-income groups are largely spending on the small kitchen, and home appliances owing to rising living standards, ease to use, and in order to convenience in lifestyle.

Furthermore, the COVID-19 pandemic disrupted the supply chain and demand patterns and caused economic uncertainties among working individuals, which negatively affected the market growth, particularly in 2020. Leading companies manufacturing electrical appliances said sales had slumped considerably, with many stores remaining shut since the lockdown was introduced in the country. The market recovered at a faster pace in the following years for small home appliances owing to rising urbanization and living standard in Bahrain.

Bahrain Small Home Appliances Market Trends

Rising Infrastructure Development surges the requirement for small home appliances

Smart technology and the transition to more energy-efficient appliances have been shaping the market for small home appliances in Bahrain. The growth in residential and commercial infrastructure in Bahrain is expected to drive the demand for small home appliances across the country over the coming years. In March 2021, the government released the budget for FY 2021-2022, which includes a project expenditure of US\$1.6 billion over the next two years. This includes allocations for projects in the infrastructure, housing, health, education, sports, culture, electricity, and water sectors, among others. Further, the rising

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integration of home appliances in the country would be supported by the emphasis on construction activities with the Vision 2030 economic development strategy.

Vacuum Cleaners are Dominant in Bahrain Small Home Appliances Market

The growing population, along with high-income earners, are contributing to the growth of small premium appliances in the market. With the rising urban population in the country, the demand for small home appliances has been witnessing an upsurge over the past few years. The home appliances market is being driven by increased purchasing power and better access to high-quality products at an affordable price. Both residential and commercial environments use vacuum cleaners. The demand for cleanliness and constant innovations are pushing the small home appliances industry in the country. Also, the Ministry of Housing has also launched a social housing financing program to support the home purchases of Bahraini nationals. Thus with rising infrastructure in the country, the demand for small home appliances would witness an upsurge in upcoming years. The major housing projects are East Hidd City, Diyyar Al Muharraq, Tubli Gardens, Argan, East Sitra, and the Naseej project in Northern City.

Bahrain Small Home Appliances Market Competitor Analysis

The report covers major international players operating in Bahrain's Small Home Appliances Market. In terms of market share, few of the major players currently dominate the market. However, with technological advancement and product innovation, domestic and international companies are increasing their market presence by securing new contracts and tapping new markets. It has major players, including LG, Bosch, Samsung, and many more.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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