

Saudi Arabia Dishwasher Market - Growth, Trends, and Forecasts (2023 - 2028)

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

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Report description:

Saudi Arabia's dishwasher market has been experiencing significant growth over the past years, and a similar trend is forecasted to continue in the coming years. Saudi Arabia's dishwasher market is expected to prosper through growth in the organized retail and e-commerce industries and increased consumer preference for sanitation devices after the pandemic.

In the second half of the year, the market remained heavily hampered by the pandemic, and sales of microwave ovens dropped considerably. The decline was witnessed owing to the reduced purchasing power of the population and the rising unemployment rate.

Rapid urbanization is the main driving factor for the country's dishwasher market growth. Along with the rapid rise in disposable income in Saudi Arabia, middle- to high-income consumers are opting for dishwashers at a faster pace, creating a demand for the same.

Saudi Arabia Dishwashers Market Trends

Rising Disposable Income & Urbanization is Augmenting Dishwasher's Sales

The growth of the kitchen appliances market has been fueled by the continuous increase in population density in metro cities and their rising disposable income. People are primarily moving from rural areas to metro cities in search of job opportunities. This migration opens up significant prospects for hotels and restaurants' infrastructure projects. Further, the rise in urbanized population creates a huge demand for white goods such as dishwashers for people living in metro cities who are considerably seeking a high standard of living.

Free standing dishwasher is Dominant

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In Saudi Arabia's dishwasher market, free-standing dishwasher is the key revenue-generating segment - driven by factors such as the growing number of households, increasing number of expatriates in the country, and surging disposable income. Cities such as Makkah, Riyadh, Jeddah, and Madinah would surge in demand for dishwashers in Saudi Arabia in the coming years, owing to their robust development in the hospitality and residential sectors. Also, free-standing dishwashers are comparatively cheaper in price when compared to built-in dishwashers, which is why they are majorly preferred in the residential sector.

Saudi Arabia Dishwashers Market Competitor Analysis

The competitive landscape analysis provides a detailed strategic analysis of the company's business and performance, such as financial information, revenue breakup by segment and by geography, risk analysis, key facts, company overview, business strategy, key product offerings, marketing and distribution strategies, new product development, and recent news. The report covers major international players operating in the Saudi Arabia Dishwasher market. In terms of market share, some of the major players currently dominate the market. Some major players present in the market include LG, Toshiba, Bosch, and many more.

Additional Benefits:

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

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