

## **Kuwait 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:**

Small Appliances market in Kuwait is showing growth in terms of volume sales and is projected to grow. The main factors driving the growth of small appliances are disposable incomes, urban lifestyles, and health trends. Small Appliances are important as they are used for daily household tasks in the homes and consumers in the market are willing to spend on them.

Due to the COVID-19 pandemic, the small home appliance market is currently experiencing a slight decline in retail sales. However, it has also accelerated consumer willingness to upgrade their spending on small home appliances. Their willingness to upgrade can be divided into two parts. Consumers see the home as a reflection of their own personal aesthetic and are putting more emphasis on the smart home concept. In the meantime, design is also important in purchasing premium small home appliances.

Small appliances are semi-portable or portable machines, basically used on platforms such as counter-tops and tabletops to accomplish a certain household task. Some of the small appliances function equally as major appliances and perform similar tasks such as an oven. Small appliances are available in both commercials as well as home versions.

Kuwait Small Home Appliances Market Trends

Smart Homes are Driving the Growth of Small Appliances

IoT integration and internet penetration have led to the growth of the Smart Home industry around the world. Smart homes facilitate monitoring and controlling mechanical operations inside residential areas, commercial setups, and other premises. The smart home operates on a centralized network that supports various software that controls and monitors the energy demand,

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security control, heating, and cooling system. The smart home appliances would allow autonomy, control, monitoring and other advantages. Kuwait is one of the big markets for this technology among GCC countries. Revenue in the Smart Home market in Kuwait is projected to reach USD 63 Million in 2022.

### Increasing Demand of Small Home Appliances

The small home appliances are expected to the growth in the market due to ongoing urbanization, expanding the middle class, and growing demand for convenience in the midst of hectic urban lifestyle.

The rise in the number of nuclear families and a sedentary lifestyle with space constraints in the household will further aggravate the demand for small home appliances which can accompany the daily tasks in less time. Semi-urban and rural areas are also expected to contribute to the demand owing to the growing awareness regarding small ticket appliances in those areas.

Small Kitchen appliances have high growth potential for new products such as blenders, mixers, coffee machines in the market. The rise in smart homes along with new connected appliances are expected to boost the demand in the future by offering new appliances that would be easily used by the consumer and reduce their tasks at home.

### Kuwait Small Home Appliances Market Competitor Analysis

The Kuwait Small Home Appliances Market is fragmented market. The e-commerce market is offering opportunities by increasing website from the hypermarkets in the UAE. The market is dominated by foreign manufacturers and there is scope for replacement sales in the market. Manufacturers are focusing on building energy-saving appliances and are innovating new products to engage the customers by offering new small appliances in the market.

#### Additional Benefits:

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

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