

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

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

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

Small appliances are semi-portable or portable machines that are used to do a specific household duty on platforms such as counter-tops and tabletops. Some small appliances, such as an oven, can be used in the same way as major appliances and perform similar jobs. Both business and domestic versions of small appliances are available.

The COVID-19 had an influence on the market because of the lockdown, which resulted in a halt in logistics and production at the plants, as well as their assembling. A shift in demand from residential to persons who were through the Work from Home (WFH) culture and thus wanted compact home gadgets that made their living and working environment go together easily.

Due to the expansion of the e-commerce industry, the Oman small home appliances market witnessed more demand as online platforms offered several benefits such as free home delivery, discounts, product varieties, and easy exchange, which is a major factor that makes online purchases highly attractive.

### Oman Small Home Appliances Market Trends

#### Rise in Demand of Vacuum Cleaners

Vacuum cleaners are used in both residential and commercial spaces. The urge for cleanliness, technological advancements, and continuous innovations is driving the market for vacuum cleaners in the households for Oman. Emerging online distribution channels and an increase in the use of the internet are some of the factors attributed to the growth of vacuum cleaners in the market. Cylinder vacuum cleaners are becoming more popular in Oman. Smart devices and technological development are expected to support the growth of the market in the projected period.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Penetration Rate of Oman Small Home Appliances

Rising disposable income, availability of smart and energy-efficient appliance units, and widening base of nuclear families are leading to an upsurge in penetration of Oman small household appliances. Nevertheless, market players are trying to come up with new models that have a minimum impact on the environment. Abandoning the use of old appliances and regular servicing are likely to reduce harmful emissions, thereby curtailing environmental pollution.

## Oman Small Home Appliances Market Competitor Analysis

The market for Oman small home appliances is competitive with global players. The major players are adopting a variety of strategies, such as regional expansions and product portfolio expansion, to enhance their position on the market. Some of the key players operating in the Oman small home appliances market are Bosch, Kenwood, Clikon, Tefal, Moulinex, Power, Philips and Pigeon.

### 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 AND INSIGHTS

- 4.1 Market Overview
- 4.2 Market Drivers
- 4.3 Market Restraints
- 4.4 Value Chain Analysis
- 4.5 Porter's Five Forces Analysis
  - 4.5.1 Threat of New Entrants
  - 4.5.2 Bargaining Power of Buyers
  - 4.5.3 Bargaining Power of Suppliers
  - 4.5.4 Threat of Substitutes
  - 4.5.5 Intensity of Competitive Rivalry
- 4.6 Insights into Technological Advancements in the Industry
- 4.7 Impact of COVID 19 on the Market

#### 5 MARKET SEGMENTATION

- 5.1 By Product
  - 5.1.1 Vacuum Cleaners
  - 5.1.2 Food Processors

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.1.3 Coffee Machines
- 5.1.4 Irons
- 5.1.5 Toasters
- 5.1.6 Hair Dryers
- 5.1.7 Grills & Roasters
- 5.1.8 Other Products
- 5.2 By Distribution Channel
  - 5.2.1 Supermarkets/Hypermarkets
  - 5.2.2 Specialty Stores
  - 5.2.3 Online Stores
  - 5.2.4 Specialist Retailers
  - 5.2.5 Other Distribution Channels

## 6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
  - 6.2.1 Kenwood
  - 6.2.2 Clikon
  - 6.2.3 Tefal
  - 6.2.4 Philips
  - 6.2.5 Pigeon
  - 6.2.6 Moulinex
  - 6.2.7 Hoover
  - 6.2.8 Power
  - 6.2.9 Beko
  - 6.2.10 Sure\*

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

## 8 DISCLAIMER AND ABOUT US

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

