

## **Home Products Specialists in Saudi Arabia**

Market Direction | 2023-03-13 | 38 pages | Euromonitor

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### **Report description:**

Home products specialists were particularly hit hard by the pandemic in 2020, as real estate activity slowed due to curfew legislation from 15 March until 20 June and people preferred delaying any major house refurbishments activities until operations resumed. During the months of lockdown, people avoided moving home and investing in big ticket items. A halt in construction activity also negatively affected sales during 2020. This downturn was followed by a significant recovery in 2021 as consum...

Euromonitor International's Home Products Specialists in Saudi Arabia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Home Products Specialists market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
March 2023

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Real estate development supports demand for home products while consumers go in search of the best deals

Social media fuels demand while BNPL services support sales

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Home makeovers and an increase in new homes should drive sales

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