

Bahrain White Goods Market Report and Forecast 2023-2028

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Report description:

Bahrain White Goods Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the Bahrain white goods market reached a value of approximately USD 262.2 million in 2022. Aided by the steady growth of the country's economy and the increasing adoption of energy-efficient appliances, the market is expected to grow at a CAGR of 5.30% between 2023 and 2028, to reach a value of USD 354.7 million by 2028.

White goods refer to large or heavy consumer appliances such as refrigerators, washing machines, air conditioners, ovens, and dishwashers. These goods have become essential to everyday life due to their role in easing domestic chores. They are widely recognised for their energy efficiency, durability, and innovative features, making them a preferred choice for a growing number of households. The Bahrain white goods market has been enjoying increased demand owing to an evolving consumer lifestyle, which leans towards convenience and efficiency.

The rising consumer preference for energy-efficient appliances is a significant driver of the Bahrain white goods market growth. With the growing awareness of the environmental impact of energy consumption, consumers are showing an increasing preference for energy-saving white goods. This shift in consumer behaviour, coupled with the implementation of strict energy regulations by the Bahraini government, is stimulating the demand for energy-efficient white goods.

Additionally, the rapid pace of urbanisation in Bahrain has led to an increased demand for white goods, thus increasing the Bahrain white goods market demand. The growing urban population and the rising number of nuclear families have resulted in an upsurge in residential construction activities. This, in turn, has fuelled the demand for white goods as essential components of modern homes.

The technological advancements in the white goods sector have also contributed significantly to the Bahrain white goods market expansion. Smart appliances, enabled with advanced features like Wi-Fi connectivity, touchscreen interfaces, and smartphone compatibility, offer increased convenience and control to users. These high-end features have enhanced the attractiveness of white goods, thereby promoting market growth.

The proliferation of e-commerce platforms is another factor augmenting the Bahrain white goods market development. With the surge in internet penetration and the growing acceptance of online shopping, consumers are increasingly turning to e-commerce

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platforms for their white goods purchases. The convenience of home delivery, coupled with the extensive product range and competitive pricing, offered by these platforms has facilitated the Bahrain white goods market growth.

Market Segmentation

The market can be divided based on product and end use.

Market Breakup by Product

- Window Air Conditioners
- Decorative-Type Split Systems
- Central Acs
- Air Handling Units
- Variable Refrigerant Flow Systems
- Fan Coil Units
- Roof Tank Water Coolers
- Chest Freezers
- Showcase Refrigerators
- Air Purifiers
- Contactless Handwash Units

Market Breakup by End Use

- Residential
- Commercial

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the Bahrain white goods companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- LG Electronics
- Carrier Global Corporation
- Daikin Industries, Ltd
- Midea Group
- Haier Group Corporation
- Panasonic Corporation
- Zamil Industrial
- S.K.M Air Conditioning LLC
- Awal Gulf Manufacturing Co.
- Super General Company LLC
- Others

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Table of Contents:

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- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Market Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Opportunities and Challenges in the Market
- 8 Bahrain White Goods Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 Bahrain White Goods Historical Market (2018-2022)
 - 8.3 Bahrain White Goods Market Forecast (2023-2028)
- 9 Bahrain White Goods Market by Product
 - 9.1 Window Air Conditioners
 - 9.1.1 Historical Trend (2018-2022)
 - 9.1.2 Forecast Trend (2023-2028)
 - 9.2 Decorative-Type Split Systems
 - 9.2.1 Historical Trend (2018-2022)
 - 9.2.2 Forecast Trend (2023-2028)
 - 9.3 Central ACs
 - 9.3.1 Historical Trend (2018-2022)
 - 9.3.2 Forecast Trend (2023-2028)
 - 9.4 Air Handling Units
 - 9.4.1 Historical Trend (2018-2022)
 - 9.4.2 Forecast Trend (2023-2028)
 - 9.5 Variable Refrigerant Flow Systems
 - 9.5.1 Historical Trend (2018-2022)
 - 9.5.2 Forecast Trend (2023-2028)
 - 9.6 Fan Coil Units
 - 9.6.1 Historical Trend (2018-2022)
 - 9.6.2 Forecast Trend (2023-2028)
 - 9.7 Roof Tank Water Coolers
 - 9.7.1 Historical Trend (2018-2022)
 - 9.7.2 Forecast Trend (2023-2028)
 - 9.8 Chest Freezers
 - 9.8.1 Historical Trend (2018-2022)
 - 9.8.2 Forecast Trend (2023-2028)
 - 9.9 Showcase Refrigerators
 - 9.9.1 Historical Trend (2018-2022)

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- 9.9.2 Forecast Trend (2023-2028)
- 9.10 Air Purifiers
 - 9.10.1 Historical Trend (2018-2022)
 - 9.10.2 Forecast Trend (2023-2028)
- 9.11 Contactless Handwash Units
 - 9.11.1 Historical Trend (2018-2022)
 - 9.11.2 Forecast Trend (2023-2028)
- 10 Bahrain White Goods Market by End Use
 - 10.1 Residential
 - 10.1.1 Historical Trend (2018-2022)
 - 10.1.2 Forecast Trend (2023-2028)
 - 10.2 Commercial
 - 10.2.1 Historical Trend (2018-2022)
 - 10.2.2 Forecast Trend (2023-2028)
- 11 Market Dynamics
 - 11.1 SWOT Analysis
 - 11.1.1 Strengths
 - 11.1.2 Weaknesses
 - 11.1.3 Opportunities
 - 11.1.4 Threats
 - 11.2 Porter's Five Forces Analysis
 - 11.2.1 Supplier's Power
 - 11.2.2 Buyers Powers
 - 11.2.3 Threat of New Entrants
 - 11.2.4 Degree of Rivalry
 - 11.2.5 Threat of Substitutes
 - 11.3 Key Indicators for Demand
 - 11.4 Key Indicators for Price
- 12 Competitive Landscape
 - 12.1 Market Structure
 - 12.2 Market Share by Key Players
 - 12.3 Company Profiles
 - 12.3.1 LG Electronics
 - 12.3.1.1 Company Overview
 - 12.3.1.2 Product Portfolio
 - 12.3.1.3 Demographic Reach and Achievements
 - 12.3.1.4 Certifications
 - 12.3.2 Carrier Global Corporation
 - 12.3.2.1 Company Overview
 - 12.3.2.2 Product Portfolio
 - 12.3.2.3 Demographic Reach and Achievements
 - 12.3.2.4 Certifications
 - 12.3.3 Daikin Industries, Ltd
 - 12.3.3.1 Company Overview
 - 12.3.3.2 Product Portfolio
 - 12.3.3.3 Demographic Reach and Achievements
 - 12.3.3.4 Certifications

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- 12.3.4 Midea Group
 - 12.3.4.1 Company Overview
 - 12.3.4.2 Product Portfolio
 - 12.3.4.3 Demographic Reach and Achievements
 - 12.3.4.4 Certifications
- 12.3.5 Haier Group Corporation
 - 12.3.5.1 Company Overview
 - 12.3.5.2 Product Portfolio
 - 12.3.5.3 Demographic Reach and Achievements
 - 12.3.5.4 Certifications
- 12.3.6 Panasonic Corporation
 - 12.3.6.1 Company Overview
 - 12.3.6.2 Product Portfolio
 - 12.3.6.3 Demographic Reach and Achievements
 - 12.3.6.4 Certifications
- 12.3.7 Zamil Industrial
 - 12.3.7.1 Company Overview
 - 12.3.7.2 Product Portfolio
 - 12.3.7.3 Demographic Reach and Achievements
 - 12.3.7.4 Certifications
- 12.3.8 S.K.M Air Conditioning LLC
 - 12.3.8.1 Company Overview
 - 12.3.8.2 Product Portfolio
 - 12.3.8.3 Demographic Reach and Achievements
 - 12.3.8.4 Certifications
- 12.3.9 Awal Gulf Manufacturing Co.
 - 12.3.9.1 Company Overview
 - 12.3.9.2 Product Portfolio
 - 12.3.9.3 Demographic Reach and Achievements
 - 12.3.9.4 Certifications
- 12.3.10 Super General Company LLC
 - 12.3.10.1 Company Overview
 - 12.3.10.2 Product Portfolio
 - 12.3.10.3 Demographic Reach and Achievements
 - 12.3.10.4 Certifications
- 12.3.11 Others

13 Key Trends and Developments in the Market

List of Key Figures and Tables

1. Bahrain White Goods Market: Key Industry Highlights, 2018 and 2028
2. Bahrain White Goods Historical Market: Breakup by Product (USD Million), 2018-2022
3. Bahrain White Goods Market Forecast: Breakup by Product (USD Million), 2023-2028
4. Bahrain White Goods Historical Market: Breakup by End Use (USD Million), 2018-2022
5. Bahrain White Goods Market Forecast: Breakup by End Use (USD Million), 2023-2028
6. Bahrain White Goods Historical Market: Breakup by Country (USD Million), 2018-2022
7. Bahrain White Goods Market Forecast: Breakup by Country (USD Million), 2023-2028
8. Bahrain White Goods Market Structure

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