

Refrigeration Appliances in Saudi Arabia

Market Direction | 2023-12-20 | 45 pages | Euromonitor

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Report description:

Saudi Arabia boasts one of the largest home appliances markets in the Middle East region, owing to consumers' enhanced lifestyles and strong purchasing power, thanks to increasing job security, more women and youth in the workforce, and the country's attractiveness to skilled people seeking professional opportunities.

Euromonitor International's Refrigeration Appliances in Saudi Arabia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

- * Get a detailed picture of the Refrigeration Appliances 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
December 2023

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