

Small Cooking Appliances in Saudi Arabia

Market Direction | 2023-12-20 | 42 pages | Euromonitor

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Report description:

Health and wellness trends, as enhanced by both the era of the pandemic and the government's healthy living promotions as part of the Saudi Vision 2030, have inspired consumers to adopt healthy eating habits. In turn, this has encouraged interest in light fryers, with such appliances seeing increased visibility across retail channels, from hypermarkets to e-commerce. We are also seeing a growing number of brands in the local territory, ranging from anywhere between SAR299 to SAR1,599.

Euromonitor International's Small Cooking 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: Breadmakers, Coffee Machines, Coffee Mills, Electric Grills, Electric Steamers, Freestanding Hobs, Fryers, Kettles, Other Small Cooking Appliances, Rice Cookers, Slow Cookers.

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

Why buy this report?

- * Get a detailed picture of the Small Cooking 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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reliable information resources to help drive informed strategic planning.

Table of Contents:

Small Cooking Appliances in Saudi Arabia
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List Of Contents And Tables

SMALL COOKING APPLIANCES IN SAUDI ARABIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Conventional light fryers offer an increasing array of functions

Philips' Airfryer XXL series sees success, thanks to large capacity and fat-reduction technology

Coffee drinkers support sales of coffee machines

Electric multi-cookers and rice cookers offer convenience to busy consumers

PROSPECTS AND OPPORTUNITIES

Hard pod coffee machines likely to maintain sales due to ongoing popularity

Healthy cooking appliances will continue to attract attention, as deep fat fryers continue their decline

E-commerce will continue to support small cooking appliances

CATEGORY DATA

Table 1 Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 2 Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 3 Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 4 Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 5 Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 6 NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 7 LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 8 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 9 Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

Table 10 □Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 11 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

CONSUMER APPLIANCES IN SAUDI ARABIA

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 13 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 14 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 15 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 16 Sales of Consumer Appliances by Category: Value 2018-2023

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Table 17	Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
Table 18	Sales of Consumer Appliances by Category: % Value Growth 2018-2023
Table 19	Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
Table 20	Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 21	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 22	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 23	□Sales of Small Appliances by Category: Volume 2018-2023
Table 24	□Sales of Small Appliances by Category: Value 2018-2023
Table 25	□Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 26	□Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 27	□NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 28	□LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 29	□NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 30	□LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 31	□Distribution of Major Appliances by Format: % Volume 2018-2023
Table 32	□Distribution of Small Appliances by Format: % Volume 2018-2023
Table 33	□Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 34	□Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 35	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 36	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 37	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 38	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 41	□Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 42	□Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 43	□Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 44	□Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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