

## **Middle East Electric Vegetable Chopper - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

Market Report | 2024-02-17 | 150 pages | Mordor Intelligence

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### **Report description:**

Middle East electric vegetable chopper market has generated a revenue of USD 350 million in the current year. It is poised to achieve a CAGR of more than 5% for the forecast period.

#### Key Highlights

- Revenue obtained through electric choppers in Middle Eastern countries such as the United Arab Emirates and Saudi Arabia is observing a continuous increase. E-commerce channels in the UAE are making electric vegetable choppers easily available from a large number of manufacturers and stores operating in the region. With the recovery of hospitality and restaurant businesses in the Middle East region after the pandemic, the demand for electric vegetable choppers in the commercial segment is observing a continuous increase, leading manufacturers to focus on sector-specific demand.
- With the advent of COVID-19, Saudi Arabia and Egypt were among the Middle East countries having the largest share of online electronic consumer purchases, which provides the opportunity for electric vegetable chopper manufacturer to expand their product in the market. During COVID-19, online sales of household appliances in the Middle East observed a sharp increase in sales.
- As the market size of smart home appliances in the Middle East is observing a continuous increase, the adoption rate of smart kitchen appliances is observing an increase as well. With a chopping board and knife taking tedious time during cooking, the electric chopper can save time and reduce kitchen accidents. Multipurpose features and germ resistance exist as a reason for the expansion of its market in the Middle East.

Middle East Electric Vegetable Chopper Market Trends

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## Rising Sales Of Smart Kitchen Appliances

- Revenue from smart appliances in Middle Eastern countries has observed a continuous increase over the years, allowing users to operate them in different modes through smartphones. With changing lifestyles and increasing per capita income, people are opting for automated equipment for doing human-driven work. Electric vegetable cutters provide the convenience of chopping vegetables mechanically and according to users' choice.
- Vegetable choppers are currently coming up with the qualities of chopping, blending, and grinding with chopping vegetables into their desired shapes. These features, combined with the availability of different motor capacities, make these choppers suitable for household as well as commercial needs combined with their smart and periodically updated features.

## Rising Restaurant Industry Driving The Market

- Electric vegetable choppers provide a quick and safe method of cutting vegetables in the desired shape and emerge as an efficient option for hotels and restaurant segments that are required to chop a bulk of vegetables at a time. Real per capita consumer spending on restaurants and hotels in the Middle East observed an increase, driving the food business in the region, and creating a positive externality for sales of electric vegetable choppers.
- UAE is observing a rise in demand for vegan food and plant-based meat in restaurant menus with a rising awareness of health and diet leading to a rise in the number of vegan restaurants with the creation of opportunities for the Electric vegetable chopper manufacturer to expand their sales in the market.

## Middle East Electric Vegetable Chopper Industry Overview

The Middle East electric vegetable choppers market is fragmented, with many branded players. In the Middle East, the electric vegetable choppers market and as well as small appliance players have their presence. Players are working on their sales channel with increasing penetration in the region through online sales channels for increasing their market sales. Some of the existing players in the Middle East vegetable chopper market are Dessini, Group SEB, Phillips, Kingston, Kent RO, and others. These trends are leading the Middle East electric vegetable choppers market in the Future.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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