

Middle East Smokeless Indoor Grills - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

Middle East Smokeless Indoor Grills Market is expected to register at a CAGR greater than 7% during the forecast period. Revenue from the small kitchen appliance market in UAE is observing a continuous increase reaching a level of USD 161 Million last year. Regions of Saudi Arabia, Israel, UAE, and Egypt which are having comparatively higher levels of GDP in the Middle East are expected to lead the region in sales of smokeless indoor grills. With the adoption of the Middle East Green Initiative, led by Saudi Arabia last year, announced a goal to reduce carbon emissions from the region's oil and gas industry by 60%, this makes smokeless indoor grill in the Middle East a step towards it using environment-friendly appliances in home.

Post Covid Fast food restaurants in UAE observed an increase in their sales value rising to the level of USD 4,500 Million last year with this the price of small kitchen appliances in the United Arab Emirates had observed a continuous increase post covid hurting the sales of Smokeless Indoor Grills. With Covid, the need for sustainable buildings with a focus on hygiene becomes the calling card of urban planning and raised the demand for smokeless indoor grills as they are more eco-friendly than coal-based grills.

Middle East exists as the region with the largest share of shoppers considering brand sustainability and demanding sustainable products. This is leading to Smokeless Indoor grill manufacturers opting for the middle east market to increase their sales and revenue. The Electricity price in the Middle East is existing at a significantly low level in comparison to other developed nations, which leads to grills run by electricity as a first demand in the region.

Middle East Smokeless Indoor Grills Market Trends

Adoption Of Energy Efficient Products Driving The Market

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The fuel sources favored by most backyard barbecues are having negative environmental effects. The emissions produced when burning coal, wood, and gas negatively impact the planet, with existing troubling issues surrounding their extraction at the source. In comparison to the other methods of grilling methods, such as burning wood pellets, electric grills release 99% less carbon monoxide and 91% less carbon dioxide. In addition to this smokeless indoor grills have features of temperature control, are cost-effective, and require less maintenance.

Post covid Per capita, emission of Carbon Dioxide from electricity generation in the United Arab Emirates had observed a continuous decline and is leading to the adoption of more energy-efficient tools for which a smokeless indoor grill exists as a valuable option.

Rising Online Sales Home Appliance Driving The Market

Household appliance sales in the United Arab Emirates is observing a continuous rise through online channels over the years, with online sales having a share of 26.6% last year. With the advent of Covid as the global population was restricted to the home, the online sales of electronics through e-commerce channels observed an increase in revenue rising to more than USD 2 Billion.

The average revenue per user of UAE electronics items through E-commerce reached a peak level of USD 420 during the Covid years and created a positive externality for sales of smokeless indoor grills in the region. E-Commerce websites such as Ali Express, MGK Dubai, ACE UAE, and Carrefour UAE have emerged as platforms for the increasing sales of smokeless indoor grills in the region.

Middle East Smokeless Indoor Grills Industry Overview

As the Middle East regions include a diet of non-vegetarian products for which grills plays an important role, a large part of the population uses coal-based grills for the smoky flavor of their dish. This makes a fragmented market and leads firms to provide advanced features to smokeless grills, making them more convenient and sustainable/Environment friendly for competing with coal-based grills and attracting customers for adopting Smokeless indoor Grills. Some of the existing players in the Middle East Smokeless Indoor Grills market are Bompani, IKON, Swiss Military, Gastroback, and Black & Decker.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS AND INSIGHTS

4.1 Market Overview

4.2 Market Drivers

4.2.1 Increasing Household Spending of Middle East Countries

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- 4.2.2 Rising E-Commerce driving sales of Electric grills.
- 4.3 Market Restraints
 - 4.3.1 Increase in Price of Electric Appliances.
 - 4.3.2 Preference for coal-based grills because of their smoky taste.
- 4.4 Market Opportunities
 - 4.4.1 Increase in Adoption of Environment friendly electric products
 - 4.4.2 Rise in health Issues through use of Coal based Grills
- 4.5 Industry Attractiveness - Porters' Five Forces Analysis
 - 4.5.1 Threat of New Entrants
 - 4.5.2 Bargaining Power of Buyers
 - 4.5.3 Bargaining Power of Suppliers
 - 4.5.4 Threat of Substitutes
 - 4.5.5 Intensity of Competitive Rivalry
- 4.6 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Application
 - 5.1.1 Home
 - 5.1.2 Cafe
 - 5.1.3 Hotels
 - 5.1.4 Others
- 5.2 By Distribution Channel
 - 5.2.1 Online
 - 5.2.2 Offline
- 5.3 By Geography
 - 5.3.1 Saudi Arabia
 - 5.3.2 UAE
 - 5.3.3 Rest of Middle East

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Bompani
 - 6.2.2 IKON
 - 6.2.3 Swiss Military
 - 6.2.4 Gastroback
 - 6.2.5 Black & Decker
 - 6.2.6 Napoleon
 - 6.2.7 MTY Food
 - 6.2.8 Geepas
 - 6.2.9 Weber Grills
 - 6.2.10 Crowline*

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 DISCLAIMER

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