

Oman Home Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

Oman Home Appliances Market is expected to register at a CAGR greater than 6% during the forecast period. Major appliances, minor appliances, and consumer electronics are the three types of household appliances. Major appliances, such as household appliances, are used for routine chores like cooking, laundry, food preservation, etc. Major appliances in Oman are having a large share of the home appliance market with revenue of USD 78.02 Million last year with small appliance revenue at USD 47.5 Million, expanding market opportunity for business in the Oman home appliance

With the rise of COVID-19, as individuals spend more time at home, home appliances in Oman are increasingly making their way into shopping trolleys. While the sector experienced some instability due to the lockdowns, overall customer sentiment has been favorable, and the prognosis is hopeful. COVID-19 has disrupted the supply chain of major home appliance and consumer electronics firms in Oman.

Sales of major household appliances of air conditioners, washing machines, and refrigerators which assist customers in improving their living style is increasing in Oman. With technological innovation and smart features, home appliances are becoming time and effort savers. The rise in online sales channels is making a large number of global home appliance products accessible in Oman and is expected to work as a catalyst for home appliance sales in Oman.

Oman Home Appliances Market Trends

Digital sales trending for major appliances in Oman

Major appliances are the next important development drivers for Oman's e-commerce platforms. For the first time, internet

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appliance sales surpassed those of conventional retail outlets over the last years. E-commerce platforms are collaborating with appliance manufacturers to make it easier to buy small and large appliances online. They are concentrating on big appliance sales with free delivery, no-questions-asked returns, and flexible consumer loans.

Household appliance sales in Oman through online channels had observed a significant rise in share over the years, with a share of 33% in sales last year with and sales through offline channels declining to 67%.

Rise in Sales of Home Utility is Driving the Market

As the continuous narrative of work-from-home or remote jobs and online learning continues with people spending more time in indoor activity, useful items that complement the stay-at-home and do-it-yourself lifestyle are in high demand. Household appliances such as refrigerators, dishwashers, indoor air cleaners, washing machines, and premium electronic devices had observed a significant increase in demand.

Refrigerator sales and prices in Oman significantly rose over the last few years. An increase in the price of these home appliances with rising demand from people had led firms to increase their production and create growth for the home appliance market.

Air Conditioner, Cooker & Ovens, and Refrigerator are among the major appliances with the largest market share in Oman.

Oman Home Appliances Industry Overview

The Oman home appliances market is competitive. The rise in urban population and rising disposable income in Oman is set to increase the sales of home appliances products. Haier Electronics Group Co., Ltd., Electrolux AB, Samsung Electronics Co., LG Electronics, BSH Home Appliances Corporation, Haier Electronics Group Co., Ltd., Panasonic Corporation, Middleby Corporation, Hitachi Appliances, Inc., and others are major players in the Home Appliances market in Oman.

Additional Benefits:

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

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