

UAE Laundry Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020-2029

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Report description:

The UAE Laundry Appliances Market size is estimated at USD 351.37 million in 2024, and is expected to reach USD 462.94 million by 2029, growing at a CAGR of 5.67% during the forecast period (2024-2029).

The demand for laundry appliances in the United Arab Emirates is observing continuous growth with an increase in the business of Laundry care revenue that offers laundry services for the user laundry needs. This is leading to an increase in demand for laundry appliances from commercial as well as residential segments. The Revenue Share of Washing machines in major household appliances sales in the United Arab Emirates has observed a continuous increase over the years rising to more than 16% last year with a rising demand by middle-class and working-class population. Dubai, Abu Dhabi, and Sharjah are among the cities in the United Arab Emirates with the highest consumer expenditure and provide an expanding market opportunity for Laundry appliance manufacturers. Among the types of washing machines, the front load segment exists as a major preference among the buyers of the United Arab Emirates with its efficient and convenient features.

With an employment rate of more than 75% and the changing lifestyle of the population, people prefer user-friendly machines in laundry for which washing machines and dryers provide an easy and quick solution. Major cities of United Arab Emirates such as Dubai are observing a continuous increase in sales of residential units by creating a positive externality for the Laundry appliances market. The increase in the number of Smart Homes in United Arab Emirates is resulting in manufacturers launching new advanced versions of laundry appliances with greater connectivity, built-in apps, Wi-Fi functions, low carbon emissions, and energy-efficient features in washing machines and dryers to cater to the demand for tech-savvy consumers and expand their product sales.

UAE Laundry Appliances Market Trends

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Rising Online Sales of Laundry Appliances

Online sales of washing machines in the United Arab Emirates have observed a continuous increase over the years with a revenue share of more than 30% through online channels. Samsung, LG, Candy, and Frigidaire are among the laundry appliance manufacturers in the United Arab Emirates offering Laundry Appliances through their direct online channels as well as E-commerce. The online revenue share of manufacturers is expected to increase as consumers are shifting to these marketplaces owing to an increase in convenience and more user-friendly payment and delivery methods. In addition to this Laundry management software is observing an increase in demand by the manufacturers for providing order management, delivery, and inventory logistics in the market. Home appliances with a share of more than 12% in the United Arab Emirates e-commerce market are expected to increase in the future and drive laundry appliance sales.

Rise in Sales of Washing Machines

The volume of washing machines sold in the United Arab Emirates has observed a continuous increase with the advent of the pandemic driven by an increase in consumer expenditure on Major appliances in the region. Samsung and LG exist among the manufacturers with a brand share of more than 50% in sales of laundry appliances in the region. Major consumer expenditure share existed in urban centers of Dubai, Abu Dhabi, Sharjah, and others with a higher disposable income and population. With the rising penetration of smart appliances in United Arab Emirates homes sales of Washing machines equipped with smart features of AI and automation sensors are observing a rise in sales in the region. Front-load automatic machines with equipped smart features are observing a continuous rise in sales in the region and are expected to drive the laundry appliance market over the coming period.

UAE Laundry Appliances Industry Overview

The United Arab Emirates Laundry Appliances market is moderately consolidated with the presence of global and regional brands in the market. Laundry appliance manufacturers are focusing on innovation in the market to expand their customer base by shifting towards appliances that incorporate hygiene features, such as washing machines that offer self-cleaning features. Some of the major laundry appliance brands in the market include LG, AB Electrolux, Whirlpool Corporation, Samsung, and Electrolux.

Additional Benefits:

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

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