

Kuwait Major Home Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Kuwait Major Home Appliances Market is expected to register a CAGR of greater than 3% during the forecast period.

Rapid urbanization, expanding housing projects worldwide, rising per capita income, and changing consumer tastes, with individuals preferring to invest more in appliances to lessen their domestic tasks, are some of the primary reasons driving demand for home appliances in Kuwait. Consumers are becoming more tech-savvy due to technological breakthroughs and expanding digitalization, and they are increasingly drawn to modern appliances for all the benefits they provide.

COVID-19 has disrupted the supply chain of the major home appliances and consumer electronic brands and caused economic uncertainties among working individuals, negatively affecting market growth, particularly in 2020. The shutdown of the production has forced to temporarily hold the production of the finished goods. This led to an increase in the supply and demand gap.

In addition, a growing global trend of smart home equipment is gaining traction. The number of smart appliances being launched into the market is fast expanding, and the growing popularity of smart homes is helping this growth of Major home appliances that can be connected to a customer's smartphone and monitored remotely. Industry technological advancements are also expected to enhance demand for Major home appliances in Kuwait.

Kuwait Major Home Appliances Market Trends

Refrigerator Segment is Dominating the Market

The refrigerator is the key revenue-generating segment in Kuwait's major home appliances market. The market is driven by

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factors such as a growing number of households, an increasing number of expatriates in the country, surging disposal income, and declining prices. In Kuwait, the market for double-door refrigerators has captured the majority of the share and will lead through the forecast period. In the coming years, the demand for energy-efficient refrigerators will increase owing to rising electricity consumption.

Penetration Rate of Major Home Appliances

Kuwait's major home appliance market In terms of domestic consumer appliances, air conditioners, refrigerators, and washing machines have a high penetration in the country.

Adopting heavy energy-efficient appliances drives the market for major household appliances in Kuwait. Furthermore, the penetration of major home appliance markets in Kuwait is expected to be fueled by a growing population and changing lifestyles.

Kuwait Major Home Appliances Industry Overview

The Kuwait Major Home Appliance Market is competitive and globalized, offering local manufacturers and other manufacturers to enter the market, as the region has low penetration in the market. The region has increased focus on brands and product categories. Consumers are price-sensitive in some segments and look for a product with a guarantee. Some of the major players in the market include Panasonic, Samsung, Bosch, Electrolux, Whirlpool, Midea, Candy, and Toshiba.

Additional Benefits:

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

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