

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

Market Report | 2025-04-28 | 130 pages | Mordor Intelligence

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Report description:

The Saudi Arabia Home Appliances Market size is estimated at USD 4.24 billion in 2025, and is expected to reach USD 5.20 billion by 2030, at a CAGR of 4.16% during the forecast period (2025-2030).

Factors like the rising working population and less time for household tasks boost the growth of Saudi Arabia's home appliances market. The increasing disposable incomes of customers and the growing availability of advanced home appliances encourage people in Saudi Arabia to replace existing appliances with small, stylish, and intelligent appliances.

There has been a significant increase in demand for home appliances in Saudi Arabia as people spend more time at home. Because of the shift toward remote work and increased focus on household goods, there is a growing need for appliances such as refrigerators, washing machines, and televisions.

Many consumers prefer using energy-efficient home appliances because they help reduce carbon footprint, prevent greenhouse emissions, and are cost-efficient. So, manufacturers of home appliances in Saudi Arabia are making energy-efficient products that offer a wide range of opportunities to the new market players.

Saudi Arabia Home Appliances Market Trends

Smart Homes are Driving the Market

People in Saudi Arabia prefer smart homes because home appliances incorporated with advanced technology make life easier. Smart home and kitchen appliances are two critical factors in the smart appliance ecosystem.

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Smart home appliances help users adjust the system automatically according to their convenience. Improved network infrastructure and high internet penetration increased consumers' demand for wireless and advanced technological products to ensure more security for their families.

Refrigerator Segment is Dominating the Market

Due to Saudi Arabia's increasing population, rising disposable income, changing consumer lifestyles, and growing awareness of energy efficiency and sustainability, the demand for refrigerators in Saudi Arabia is increasing. As more households store and preserve food, refrigerators are highly needed, expanding the market's growth.

With the rising disposable income, consumers in Saudi Arabia are desired to invest in modern, feature-rich refrigerators due to their convenience. So manufacturers are introducing innovative and technologically advanced refrigerators, increasing the market demand.

Saudi Arabia Home Appliances Industry Overview

The Saudi Arabian home appliances market needs to be more cohesive. With the increasing technological advancements and product innovations, mid-size to smaller companies are increasing their market footprints by securing new contracts and tapping new markets. The major players in Saudi Arabia, such as Haier, LG Electronics, Samsung Electronics, Electrolux AB, and Bosch, dominate the market.

Additional Benefits:

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

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