



Euromonitor
International

Microwaves in the United Arab Emirates

March 2026

Table of Contents

Microwaves in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increasing emphasis on smart technology

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Growing interest in smart and AI-powered microwaves

Chart 3 - LG Smart Inverter Microwave

Freestanding microwaves dominates sales in United Arab Emirates

Smart features drive growth in microwaves sales

WHAT'S NEXT?

Consumers drive demand for compact, multi-functional microwaves

Freestanding microwaves to remain dominant, smart features to drive growth

Direct-to-consumer channels and smart features to shape industry future

COMPETITIVE LANDSCAPE

Panasonic and Black+Decker drive competitive dynamics

Chart 4 - Panasonic Brings HomeChef 4-in-1 Multi-Oven, Blending Microwave, Air Fry All in One

No major mergers or new product launches expected

CHANNELS

Retail offline dominates sales with hypermarkets leading

E-commerce gains momentum with convenience and online-exclusive deals

No emerging retail brands or concepts expected in 2026

PRODUCTS

Panasonic and LG drive innovation with smart features

HomeChef 4-in-1 multi-oven benefits from direct-to-consumer approach

Chart 5 - Panasonic Launches the HomeChef 4-in-1 Multi-Oven via its UAE Online Store

COUNTRY REPORTS DISCLAIMER

[Consumer Appliances in the United Arab Emirates - Industry Overview](#)

EXECUTIVE SUMMARY

Growing focus on smart and AI-powered features

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Growing demand for premium models

Chart 8 - LG launches the MoodUP Fridge Freezer in the UAE

Smart features drive value sales growth across categories

E-commerce gains share with exclusive bundles and convenience

WHAT'S NEXT?

Smart features and premiumisation to drive consumer appliances growth

Air conditioners remain key despite slowing growth

E-commerce and smart technology shape industry landscape

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Philips and Panasonic lead

Emerging players capitalise on niche opportunities and affordability

CHANNELS

Retail offline dominates big-ticket purchases

Retail e-commerce gains share with competitive pricing

No new retail concepts emerge in 2026

PRODUCTS

Smart and AI-powered features drive premiumisation

Dreame and Levoit lead innovation with multi-functional and health-focused appliances

Chart 10 - Dreame Launches the H15 Pro in Dubai

Chart 11 - Levoit Launches the Sprout Air Purifier in the UAE

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in United Arab Emirates 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in United Arab Emirates 2025

Chart 15 - Consumer Landscape in United Arab Emirates 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/microwaves-in-the-united-arab-emirates/report.