



Large Cooking Appliances in the United Arab Emirates

March 2026

Large Cooking Appliances in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Interest in built-in solutions and energy-efficient products

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Energy efficiency drives value sales growth

Cookers drive sales volume

Built-in hobs sees significant growth

WHAT'S NEXT?

Premiumisation and smart tech drive future growth

Ovens and built-in hobs to lead category growth

Energy efficiency and smart features to shape industry landscape

COMPETITIVE LANDSCAPE

Bosch and Siemens lead as smart technology gains traction

Chart 3 - Bosch Introduces its Series?8 Smart Oven in the UAE

Stable market leadership and opportunities for growth

CHANNELS

Offline stores remain dominant for large cooking appliances

Bosch drives direct-to-consumer sales with online promotions

Chart 4 - Bosch Promotes Its Series?8 Built-In Oven via Online Channels

E-commerce growth constrained by consumer preferences

PRODUCTS

Bosch drives innovation with energy-efficient and smart appliances

Chart 5 - Sustainability & Energy Efficiency: Bosch Series 4 Built-In Steam Oven

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[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

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SOURCES

Summary 1 - Research Sources

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