



Microwaves in Saudi Arabia

January 2026

Table of Contents

Microwaves in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urbanisation and multifunctional appliances drive robust growth

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Solid growth due to urbanisation and economic factors; freestanding microwaves dominates

Convenience and customisation are important in the purchasing decision

Chart 2 - LG Launches NeoChef 32?L Microwave with Saudi Cuisine Auto-Cook Presets

WHAT'S NEXT?

Compact, multifunctional, convenient models with advanced features set to drive growth

Built-in microwaves expected to lead growth with premium features

E-commerce and digital marketing will drive sales and brand loyalty

Chart 3 - Analyst Insight

COMPETITIVE LANDSCAPE

Samsung and LG maintain lead through innovation and localisation

Emerging players reshape the competitive dynamics through localisation and affordability

CHANNELS

Appliances and electronics specialists drives offline sales

Retail e-commerce gains traction for cheaper models and quick replacement purchases

Emerging concepts reshape the retail landscape

PRODUCTS

Smart and AI-powered microwaves drive growth for premium products

Compact multifunctional microwaves appeal to urban households

COUNTRY REPORTS DISCLAIMER

[Consumer Appliances in Saudi Arabia - Industry Overview](#)

EXECUTIVE SUMMARY

Consumer appliances thrives, driven by Vision 2030 and demand for smart products

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

INDUSTRY PERFORMANCE

Strong demand driven by economic growth and Vision 2030

Air conditioners grows rapidly from an already high base in 2025

Smart integration drives growth for consumer appliances

Chart 5 - LG Launches AI-Powered Washing Machines with Arabic Language Support in Saudi Arabia

WHAT'S NEXT?

Sustainability expected to drive continued growth

Air conditioners to remain dominant in value terms, while air purifiers shows growth potential

Smart technology expected to shape business strategies

Chart 6 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Players in small appliances maintain their leading positions overall

Emerging players and strategic moves shape the industry

Chart 7 - Analyst Insight

CHANNELS

Offline retail dominates due to in-store expertise and product comparison

Retail e-commerce drives sales of small appliances with competitive pricing

Experiential retail and DTC concepts reshape the retail landscape

Chart 8 - Midea Group Launches DTC E-Commerce Platform for Personalised Appliances

PRODUCTS

Energy-efficient appliances drive premiumisation

Chart 9 - LG Partners with Retailers to Launch AI-Enabled, Energy-Efficient Home Appliances

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Saudi Arabia 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Saudi Arabia 2025

Chart 13 - Consumer Landscape in Saudi Arabia 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-saudi-arabia/report.