



**Euromonitor
International**

Consumer Appliances in the United Arab Emirates

December 2024

Table of Contents

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

Table 1 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
Table 2 - Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 3 - Sales of Consumer Appliances by Category: Volume 2019-2024
Table 4 - Sales of Consumer Appliances by Category: Value 2019-2024
Table 5 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
Table 6 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024
Table 7 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
Table 8 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
Table 9 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
Table 10 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
Table 11 - Sales of Small Appliances by Category: Volume 2019-2024
Table 12 - Sales of Small Appliances by Category: Value 2019-2024
Table 13 - Sales of Small Appliances by Category: % Volume Growth 2019-2024
Table 14 - Sales of Small Appliances by Category: % Value Growth 2019-2024
Table 15 - NBO Company Shares of Major Appliances: % Volume 2020-2024
Table 16 - LBN Brand Shares of Major Appliances: % Volume 2021-2024
Table 17 - NBO Company Shares of Small Appliances: % Volume 2020-2024
Table 18 - LBN Brand Shares of Small Appliances: % Volume 2021-2024
Table 19 - Distribution of Major Appliances by Format: % Volume 2019-2024
Table 20 - Distribution of Small Appliances by Format: % Volume 2019-2024
Table 21 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
Table 22 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029
Table 23 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
Table 24 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
Table 25 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
Table 26 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
Table 27 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
Table 28 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
Table 29 - Forecast Sales of Small Appliances by Category: Volume 2024-2029
Table 30 - Forecast Sales of Small Appliances by Category: Value 2024-2029
Table 31 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
Table 32 - Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable growth for dishwashers, driven by busy lifestyles
Price-sensitivity shapes dishwasher purchases among mid-income consumers
Competitive landscape remains consolidated in local market

PROSPECTS AND OPPORTUNITIES

Shift towards affordable and value-oriented models
Increasing demand for built-in dishwashers in urban areas
Growing importance of aftersales service and extended warranties

CATEGORY DATA

- Table 33 - Sales of Dishwashers by Category: Volume 2019-2024
- Table 34 - Sales of Dishwashers by Category: Value 2019-2024
- Table 35 - Sales of Dishwashers by Category: % Volume Growth 2019-2024
- Table 36 - Sales of Dishwashers by Category: % Value Growth 2019-2024
- Table 37 - Sales of Dishwashers by Format: % Volume 2019-2024
- Table 38 - Sales of Dishwashers by Smart Appliances: % Volume 2020-2024
- Table 39 - NBO Company Shares of Dishwashers: % Volume 2020-2024
- Table 40 - LBN Brand Shares of Dishwashers: % Volume 2021-2024
- Table 41 - Distribution of Dishwashers by Format: % Volume 2019-2024
- Table 42 - Production of Dishwashers: Total Volume 2019-2024
- Table 43 - Forecast Sales of Dishwashers by Category: Volume 2024-2029
- Table 44 - Forecast Sales of Dishwashers by Category: Value 2024-2029
- Table 45 - Forecast Sales of Dishwashers by Category: % Volume Growth 2024-2029
- Table 46 - Forecast Sales of Dishwashers by Category: % Value Growth 2024-2029

Home Laundry Appliances in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

Solid demand for fully automatic laundry solutions
LG and Samsung retain convincing leadership of home laundry appliances
E-commerce captures further share within the category

PROSPECTS AND OPPORTUNITIES

Energy efficiency will drive growth of front-loading washing machines
High-income consumers expected to drive demand for premium, energy-efficient appliances
Market consolidation to favour leading brands over the forecast period

CATEGORY DATA

- Table 47 - Sales of Home Laundry Appliances by Category: Volume 2019-2024
- Table 48 - Sales of Home Laundry Appliances by Category: Value 2019-2024
- Table 49 - Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024
- Table 50 - Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024
- Table 51 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024
- Table 52 - Sales of Automatic Washing Machines by Format: % Volume 2019-2024
- Table 53 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024
- Table 54 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024
- Table 55 - NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024
- Table 56 - LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024
- Table 57 - Distribution of Home Laundry Appliances by Format: % Volume 2019-2024
- Table 58 - Production of Home Laundry Appliances: Total Volume 2019-2024

Table 59 - Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029
Table 60 - Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029
Table 61 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029
Table 62 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2024-2029

Large Cooking Appliances in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflation influences cautious spending on large cooking appliances, with demand sustained by expatriate population
Housing market boom boosts sales of built-in ovens, hobs and hoods
Online shopping gains momentum for premium and mid-range cooking appliances

PROSPECTS AND OPPORTUNITIES

Growing demand for energy efficiency amid inflationary pressures
Shift towards more high-end designs to match interiors
Growing popularity of Middle Eastern and Asian cuisine influences appliance design

CATEGORY DATA

Table 63 - Sales of Large Cooking Appliances by Category: Volume 2019-2024
Table 64 - Sales of Large Cooking Appliances by Category: Value 2019-2024
Table 65 - Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024
Table 66 - Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024
Table 67 - Sales of Built-in Hobs by Format: % Volume 2019-2024
Table 68 - Sales of Ovens by Smart Appliances: % Volume 2020-2024
Table 69 - NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024
Table 70 - LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024
Table 71 - NBO Company Shares of Built-in Hobs: % Volume 2020-2024
Table 72 - NBO Company Shares of Ovens: % Volume 2020-2024
Table 73 - NBO Company Shares of Cooker Hoods: % Volume 2020-2024
Table 74 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024
Table 75 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024
Table 76 - NBO Company Shares of Cookers: % Volume 2020-2024
Table 77 - NBO Company Shares of Range Cookers: % Volume 2020-2024
Table 78 - Distribution of Large Cooking Appliances by Format: % Volume 2019-2024
Table 79 - Production of Large Cooking Appliances: Total Volume 2019-2024
Table 80 - Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029
Table 81 - Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029
Table 82 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029
Table 83 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

Microwaves in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low growth for built-in microwaves as consumers weigh cost versus benefits
Budget-conscious consumers opt for essential functionality in microwaves
LG and Panasonic maintain strong positions amid intense competition

PROSPECTS AND OPPORTUNITIES

Shift towards multifunctional and smart microwaves
Rising preference for compact microwaves among apartment dwellers

CATEGORY DATA

Table 84 - Sales of Microwaves by Category: Volume 2019-2024
Table 85 - Sales of Microwaves by Category: Value 2019-2024
Table 86 - Sales of Microwaves by Category: % Volume Growth 2019-2024
Table 87 - Sales of Microwaves by Category: % Value Growth 2019-2024
Table 88 - Sales of Microwaves by Smart Appliances: % Volume 2020-2024
Table 89 - NBO Company Shares of Microwaves: % Volume 2020-2024
Table 90 - LBN Brand Shares of Microwaves: % Volume 2021-2024
Table 91 - Distribution of Microwaves by Format: % Volume 2019-2024
Table 92 - Production of Microwaves: Total Volume 2019-2024
Table 93 - Forecast Sales of Microwaves by Category: Volume 2024-2029
Table 94 - Forecast Sales of Microwaves by Category: Value 2024-2029
Table 95 - Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029
Table 96 - Forecast Sales of Microwaves by Category: % Value Growth 2024-2029

Refrigeration Appliances in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Diverse performances within refrigeration appliances
- Major players retain dominance as Electrolux faces decline amid rising competition
- Mid-tier segment grows with entry of new and local brands
- Retailers adapt to evolving consumer behaviour with omnichannel approach

PROSPECTS AND OPPORTUNITIES

- Consumer focus shifts to long-term value amid rising costs
- Steady demand for freestanding freezers among larger households
- Premium brands to maintain an edge through innovation and sustainability

CATEGORY DATA

Table 97 - Sales of Refrigeration Appliances by Category: Volume 2019-2024
Table 98 - Sales of Refrigeration Appliances by Category: Value 2019-2024
Table 99 - Sales of Refrigeration Appliances by Category: % Volume Growth 2019-2024
Table 100 - Sales of Refrigeration Appliances by Category: % Value Growth 2019-2024
Table 101 - Sales of Freezers by Format: % Volume 2019-2024
Table 102 - Sales of Freezers by Volume Capacity: % Volume 2019-2024
Table 103 - Sales of Fridge Freezers by Format: % Volume 2019-2024
Table 104 - Sales of Fridge Freezers by Volume Capacity: % Volume 2019-2024
Table 105 - Sales of Fridge Freezers by Smart Appliances: % Volume 2020-2024
Table 106 - Sales of Fridges by Volume Capacity: % Volume 2019-2024
Table 107 - NBO Company Shares of Refrigeration Appliances: % Volume 2020-2024
Table 108 - LBN Brand Shares of Refrigeration Appliances: % Volume 2021-2024
Table 109 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2020-2024
Table 110 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2020-2024
Table 111 - NBO Company Shares of Built-in Fridges: % Volume 2020-2024
Table 112 - NBO Company Shares of Freestanding Fridges: % Volume 2020-2024
Table 113 - Distribution of Refrigeration Appliances by Format: % Volume 2019-2024
Table 114 - Production of Refrigeration Appliances: Total Volume 2019-2024
Table 115 - Forecast Sales of Refrigeration Appliances by Category: Volume 2024-2029
Table 116 - Forecast Sales of Refrigeration Appliances by Category: Value 2024-2029
Table 117 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2024-2029

Table 118 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2024-2029

Air Treatment Products in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising health awareness drives demand for advanced indoor air quality solutions
- Blueair struggles to regain position, while Xiaomi enjoys strong growth
- Dyson and De'Longhi gain share in premium air purifiers

PROSPECTS AND OPPORTUNITIES

- Rising demand for energy-efficient models over forecast period
- Chinese brands of air treatment products challenge established leaders
- Consumer preference for online shopping as e-commerce growth accelerates

CATEGORY DATA

- Table 119 - Sales of Air Treatment Products by Category: Volume 2019-2024
- Table 120 - Sales of Air Treatment Products by Category: Value 2019-2024
- Table 121 - Sales of Air Treatment Products by Category: % Volume Growth 2019-2024
- Table 122 - Sales of Air Treatment Products by Category: % Value Growth 2019-2024
- Table 123 - Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024
- Table 124 - NBO Company Shares of Air Treatment Products: % Volume 2020-2024
- Table 125 - LBN Brand Shares of Air Treatment Products: % Volume 2021-2024
- Table 126 - Distribution of Air Treatment Products by Format: % Volume 2019-2024
- Table 127 - Production of Air Conditioners: Total Volume 2019-2024
- Table 128 - Forecast Sales of Air Treatment Products by Category: Volume 2024-2029
- Table 129 - Forecast Sales of Air Treatment Products by Category: Value 2024-2029
- Table 130 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029
- Table 131 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

Food Preparation Appliances in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Further solid growth for food preparation appliances in 2024
- Health-conscious consumes support rising demand for food preparation appliances
- Inflation drives price-sensitivity and shift towards durable mid-range food preparation appliances

PROSPECTS AND OPPORTUNITIES

- Surge in health-conscious consumption
- Greater consumer focus on durability and value for money
- Expansion of multifunctional appliances

CATEGORY DATA

- Table 132 - Sales of Food Preparation Appliances by Category: Volume 2019-2024
- Table 133 - Sales of Food Preparation Appliances by Category: Value 2019-2024
- Table 134 - Sales of Food Preparation Appliances by Category: % Volume Growth 2019-2024
- Table 135 - Sales of Food Preparation Appliances by Category: % Value Growth 2019-2024
- Table 136 - NBO Company Shares of Food Preparation Appliances: % Volume 2020-2024
- Table 137 - LBN Brand Shares of Food Preparation Appliances: % Volume 2021-2024
- Table 138 - Distribution of Food Preparation Appliances by Format: % Volume 2019-2024
- Table 139 - Forecast Sales of Food Preparation Appliances by Category: Volume 2024-2029

Table 140 - Forecast Sales of Food Preparation Appliances by Category: Value 2024-2029

Table 141 - Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2024-2029

Table 142 - Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2024-2029

Personal Care Appliances in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Diverse growth trends in category, with strong performances for electric toothbrush units and hair care appliances
- Rising demand for affordable and durable personal care appliances amid inflation
- Growth of specialist stores and brand outlets focusing on personal care

PROSPECTS AND OPPORTUNITIES

- Ongoing focus on personal grooming to propel sales of personal care appliances
- Established brands face growing pressure from emerging Chinese competitors offering advanced features at lower prices
- In-store experiences and omnichannel strategies complement e-commerce growth for personal care appliances

CATEGORY DATA

Table 143 - Sales of Personal Care Appliances by Category: Volume 2019-2024

Table 144 - Sales of Personal Care Appliances by Category: Value 2019-2024

Table 145 - Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024

Table 146 - Sales of Personal Care Appliances by Category: % Value Growth 2019-2024

Table 147 - Sales of Body Shavers by Format: % Volume 2019-2024

Table 148 - Sales of Hair Care Appliances by Format: % Volume 2019-2024

Table 149 - NBO Company Shares of Personal Care Appliances 2020-2024

Table 150 - LBN Brand Shares of Personal Care Appliances 2021-2024

Table 151 - Distribution of Personal Care Appliances by Format: % Volume 2019-2024

Table 152 - Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029

Table 153 - Forecast Sales of Personal Care Appliances by Category: Value 2024-2029

Table 154 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029

Table 155 - Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029

Small Cooking Appliances in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Health-conscious cooking drives demand for small cooking appliances
- Decline in impulse purchases leads to increasing reliance on sales and promotions
- Philips and Tefal capitalise on growing demand for health-conscious small cooking appliances

PROSPECTS AND OPPORTUNITIES

- Urban living to drive demand for compact and multifunctional appliances
- Chinese brands prompt global players to innovate and expand distribution channels
- Haier and other Chinese brands leverage e-commerce for competitive advantage

CATEGORY DATA

Table 156 - Sales of Small Cooking Appliances by Category: Volume 2019-2024

Table 157 - Sales of Small Cooking Appliances by Category: Value 2019-2024

Table 158 - Sales of Small Cooking Appliances by Category: % Volume Growth 2019-2024

Table 159 - Sales of Small Cooking Appliances by Category: % Value Growth 2019-2024

Table 160 - Sales of Freestanding Hobs by Format: % Volume 2019-2024

Table 161 - NBO Company Shares of Small Cooking Appliances: % Volume 2020-2024

Table 162 - LBN Brand Shares of Small Cooking Appliances: % Volume 2021-2024
 Table 163 - Distribution of Small Cooking Appliances by Format: % Volume 2019-2024
 Table 164 - Forecast Sales of Small Cooking Appliances by Category: Volume 2024-2029
 Table 165 - Forecast Sales of Small Cooking Appliances by Category: Value 2024-2029
 Table 166 - Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2024-2029
 Table 167 - Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2024-2029

Vacuum Cleaners in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shift towards lightweight and convenient vacuum cleaners
 Inflation drives shift towards mid-range and budget-friendly vacuum cleaners
 Double-digit retail volume growth for robotic vacuum cleaners with smart capabilities

PROSPECTS AND OPPORTUNITIES

Intense pricing strategies to impact value of cylinder vacuum cleaners
 Chinese brands could disrupt landscape with competitive pricing
 Rise in promotions and discounts as retail strategies in response to price pressures

CATEGORY DATA

Table 168 - Sales of Vacuum Cleaners by Category: Volume 2019-2024
 Table 169 - Sales of Vacuum Cleaners by Category: Value 2019-2024
 Table 170 - Sales of Vacuum Cleaners by Category: % Volume Growth 2019-2024
 Table 171 - Sales of Vacuum Cleaners by Category: % Value Growth 2019-2024
 Table 172 - Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2020-2024
 Table 173 - NBO Company Shares of Vacuum Cleaners: % Volume 2020-2024
 Table 174 - LBN Brand Shares of Vacuum Cleaners: % Volume 2021-2024
 Table 175 - Distribution of Vacuum Cleaners by Format: % Volume 2019-2024
 Table 176 - Forecast Sales of Vacuum Cleaners by Category: Volume 2024-2029
 Table 177 - Forecast Sales of Vacuum Cleaners by Category: Value 2024-2029
 Table 178 - Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029
 Table 179 - Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2024-2029

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/consumer-appliances-in-the-united-arab-emirates/report.

