



Food Preparation Appliances in Saudi Arabia

December 2023

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Food Preparation Appliances in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Urbanisation and population growth support underlying sales of food preparation appliances
Brands continue to penetrate non-specialist electronics retailers in a bid to increase visibility
Promotional offers and brand partnerships seen as key strategies
Kenwood introduces a compact and multifunctional food processor with the MultiPro Go

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Multi-purpose appliances to attract further attention over the forecast period
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