



Euromonitor  
International

# Consumer Appliances in Middle East and Africa

September 2024

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Scope

Key findings

## REGIONAL OVERVIEW

Middle East and Africa expected to record the strongest sales growth in 2023-2028

Small appliances account for four fifths of Middle East and Africa's unit volume sales

Consumer appliances continue to see positive growth in 2023

Egypt records the strongest consumer appliances growth over 2018-2023

Microwaves the most dynamic category over 2018-2023

Small appliances add the bulk of actual new sales in the region over 2018-2023

BNPL proving a popular purchasing method

Appliances and electronics specialists the leading distribution channel

E-commerce gaining share but still a relatively small sales channel

## LEADING COMPANIES AND BRANDS

Local brands making unit volume share gains in Egypt

Fresh Electric makes gains in Egypt over the review period

Players investing in production operations in Egypt for the local and export markets

Toshiba slips down the brand rankings

## FORECAST PROJECTIONS

Healthy annual growth rates expected throughout 2023-2028

Increased levels of hybrid/remote working boost demand for home appliances

As in Egypt, more localisation of consumer appliances production is expected in Saudi Arabia

## COUNTRY SNAPSHOTS

Egypt: Market Context

Egypt: Competitive and Retail Landscape

Israel: Market Context

Israel: Competitive and Retail Landscape

Nigeria: Market Context

Nigeria: Competitive and Retail Landscape

Saudi Arabia: Market Context

Saudi Arabia: Competitive and Retail Landscape

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South Africa: Competitive and Retail Landscape

United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

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