

Home Laundry Appliances in Saudi Arabia

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Home Laundry Appliances in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Key players incorporate hygiene care features to meet ongoing consumer demand Rise in demand for energy-efficient appliances helps to drive growth Samsung's AI EcoBubble range leads the way in technological advancements

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Great ongoing potential for smart washing machines over the forecast period Personalised washing programmes set to be an innovation-leading trend Growth in urbanisation and population size will widen demand for home laundry appliances

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