

# Home Products Specialists in Saudi Arabia

March 2024

Table of Contents

## Home Products Specialists in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Home product specialists see steady growth in 2023 as players see mixed results

IKEA partners with WebEngage as competition from more affordable stores and channels intensifies

Home products specialists deploy loyalty programmes and BNPL services to encourage sales

#### PROSPECTS AND OPPORTUNITIES

Social media and new technology should help home products specialists to capitalise on the growing interest in DIY and interior design

Growing housing market will aid sales for home products in the foreseen years

New entrants likely to be attracted by the market's potential but they will face tough competition from existing players

#### CHANNEL DATA

Table 1 - Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 2 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 - Sales in Home Products Specialists by Channel: Value 2018-2023

Table 4 - Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 5 - Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 6 - Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 7 - Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 8 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 9 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 10 - Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 11 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

## Retail in Saudi Arabia - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture

E-commerce thriving as retailers continue to invest in an omnichannel approach

Retailers adopt personalised marketing strategies

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Ramadan and Eid-al Fitr

National day

Back to school

White Friday

### MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 14 - Sales in Retail Offline by Channel: Value 2018-2023

Table 15 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 16 - Retail Offline Outlets by Channel: Units 2018-2023

Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 18 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 22 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 24 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 32 - Retail GBO Company Shares: % Value 2019-2023

Table 33 - Retail GBN Brand Shares: % Value 2020-2023

Table 34 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 35 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 36 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 37 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 39 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 40 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 47 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 49 - Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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## SOURCES

Summary 2 - Research Sources

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