



Euromonitor  
International

# Appliances and Electronics Specialists in Saudi Arabia

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## Appliances and Electronics Specialists in Saudi Arabia - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Mature Market Dynamics and Omnichannel Shift Drive Value-Led Growth in Appliances and Electronics Specialists

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Appliances and Electronics Specialists

#### INDUSTRY PERFORMANCE

Mature Market Dynamics and Omnichannel Shift Drive Value-Led Growth in Appliances and Electronics Specialists

Service-Led Propositions Intensify Competition between Major Chains and Specialist Retailers

Chart 2 - Extra Accelerates Omnichannel Electronics Shopping

Chart 3 - LG Boutique simplifies appliance buying in Saudi Arabia

Chart 4 - Value Sales 2020-2030

Chart 5 - Analyst Insight for Appliances and Electronics Specialists

#### WHAT'S NEXT?

Appliances and Electronics Specialists Is Set for Steady Growth, Driven by Smart Appliances, Service Innovation and Supportive Macro Trends

Mobile-First Journeys and Click-And-Collect Services Are Expected to Redefine Shopper Expectations

Chart 6 - Forecast Value Sales 2020-2030

#### COMPETITIVE LANDSCAPE

Shifting Competitive Dynamics Is Driven by Omnichannel Leaders and Telecom-Linked Growth

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

#### ECONOMIC CONTEXT

Chart 9 - Economic Context for Appliances and Electronics Specialists

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 12 - Consumer Context for Appliances and Electronics Specialists

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

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[Retail in Saudi Arabia - Industry Overview](#)

### EXECUTIVE SUMMARY

Retail in Saudi Arabia Expands Steadily as Grocery Formats and Value Channels Drive Growth in 2025

### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

#### INDUSTRY PERFORMANCE

Retail in Saudi Arabia Expands Steadily as Grocery Formats and Value Channels Drive Growth in 2025

Retail E-Commerce Accelerates as Marketplace Apps Capture Weekly Baskets

Chart 16 - Noon Strengthens Its Role as a Mobile-First Marketplace for Everyday Retail

Lifestyle Destinations Transform Shopping Trips into All-Day Experiences

Chart 17 - Riyadh's lifestyle districts turn malls into full-day destinations

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

Chart 20 - Analyst Insight for Retail

## WHAT'S NEXT?

Growth Is Set to Be Driven by Vision 2030 Investment, Experience-Led Destinations, and Value-Focused Consumers

Retail E-Commerce Is Set to Drive Growth as Omnichannel Strategies Gains Traction

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Panda Retail Company and Abdullah Al Othaim Markets Copanda Defend Their Lead as Digital Challengers Build Share

Chart 23 - Landmark Arabia debuts its new digital-first Centrepoint and Max flagship stores

Mergers and Acquisitions Activity and Format Innovation Reshape Saudi Arabia'S Competitive Retail Landscape

Chart 24 - LuLu Group launches LOT The Value Shop

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

## OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 27 - Standard Opening Hours by Channel Type 2025

Seasonality

Ramadan and Eid-al Fitr

National Day

Back to school

White Friday

## ECONOMIC CONTEXT

Chart 28 - Economic Context for Retail

Chart 29 - Real GDP Growth 2020-2030

Chart 30 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 31 - Consumer Context for Retail

Chart 32 - Population 2020-2030

Chart 33 - Population by Generation 2025

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