

Food Preparation Appliances in Saudi Arabia

December 2023

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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

PROSPECTS AND OPPORTUNITIES

Multi-purpose appliances to attract further attention over the forecast period
E-commerce sales are likely to maintain momentum within the category
Brands to focus on value pricing to attract and maintain consumer base

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