Euromonitor International

Households: Saudi Arabia

September 2025

Table of Contents

HEADLINES

PROSPECTS

Single person households set for rapid growth over the period to 2029
Rapid urbanisation strains infrastructure but narrows rural-urban income gap
Household income declines amid increasing unemployment and cautious spending
Digital transformation advances with widespread device adoption and broadband access
Housing market faces supply-demand mismatch, with stagnation in completions and rising prices

HOUSEHOLD PROFILE

Chart 1 - Household Profile: 2024-2029
Chart 2 - Households by Number of Persons: 2029
Chart 3 - % of Households by Number of Children: 2029
Chart 4 - Households by Type of Household: 2029
Chart 5 - Consumer Expenditure by Household Type in Saudi Arabia: 2019/2024/2029
Chart 6 - Household Head's Sex and Employment in Saudi Arabia: 2029
Chart 7 - Households by Economic Status of Head of Household in Saudi Arabia: 2029
Chart 8 - Households by Age of Head: 2029
Chart 9 - Household Penetration by Facilities: 2029
Chart 10 - Household Possession of Kitchen Durables in 2029: % of Households
Chart 11 - Household Possession of Other Durables in 2029: % of Households
Chart 12 - Household Digital Penetration in Saudi Arabia Compared to Global Average: 2029
Chart 13 - Possession of Entertainment Electronics in 2029: % of Households
Chart 14 - Possession of Other Electronics in 2029: % of Households
Chart 15 - Key Metrics of Households Property Market: 2019-2029
Chart 16 - Housing Stock by Construction Year
Chart 17 - Households by Number of Rooms: 2029
Chart 18 - Households by Size of Dwelling in Saudi Arabia: 2029
Chart 19 - Housing Completions and House Price Index in Saudi Arabia: 2019-2025

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/households-saudi-arabia/report.