

Refrigeration Appliances in Saudi Arabia

December 2022

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Refrigeration Appliances in Saudi Arabia - Category analysis

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2022 DEVELOPMENTS

Refrigerator category, a key revenue generating segment in Saudi Arabia
Fin-tech companies provide payment solutions for cash-strapped consumers
Smart refrigeration appliances and new technology helps to add value

PROSPECTS AND OPPORTUNITIES

Smart products seen to have strong potential
New payment solutions, an economic recovery and major property developments set to be key growth drivers
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