



# Microwaves in Saudi Arabia

December 2023

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## Microwaves in Saudi Arabia - Category analysis

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#### 2023 DEVELOPMENTS

Microwaves remain relevant thanks to multifunctional developments  
Second-placed Samsung continues to see success with its Baker Series  
Key players offer extra discounts on sales via their e-commerce channels

#### PROSPECTS AND OPPORTUNITIES

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E-commerce will continue to prove beneficial for microwaves

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