



**Euromonitor
International**

Home Laundry Appliances in Saudi Arabia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Manufacturers focusing on delivering energy-efficient home laundry appliances into the Saudi market
Smart and connected home laundry appliances continue to gain popularity
Consumers attracted to options with a larger load capacity and improved fabric care technology

PROSPECTS AND OPPORTUNITIES

Compact home laundry appliances likely to witness higher demand in the forecast period
Key players will remain focused on new technology as they look to gain a competitive advantage
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