



Small Cooking Appliances in Saudi Arabia

December 2023

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Small Cooking Appliances in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Conventional light fryers offer an increasing array of functions

Philips' Airfryer XXL series sees success, thanks to large capacity and fat-reduction technology

Coffee drinkers support sales of coffee machines

Electric multi-cookers and rice cookers offer convenience to busy consumers

PROSPECTS AND OPPORTUNITIES

Hard pod coffee machines likely to maintain sales due to ongoing popularity

Healthy cooking appliances will continue to attract attention, as deep fat fryers continue their decline

E-commerce will continue to support small cooking appliances

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