



Euromonitor  
International

# Home Products Specialists in Saudi Arabia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Homeware and furniture stores see influx of new players  
Saudi Co For Hardware (SACO) retains its lead in home improvements  
Pet shops and superstores are expanding rapidly

PROSPECTS AND OPPORTUNITIES

Urbanisation and rising home ownership will drive demand for home improvement and gardening products  
Local homeware and furniture players might consider regional expansion  
Social media and new technology should help home products specialists to capitalise on the growing interest in DIY and interior design

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Retail in Saudi Arabia - Industry Overview

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Mergers and acquisitions reshape the competitive landscape  
Retail e-commerce is developing at considerable speed  
What next for retail?

OPERATING ENVIRONMENT

Informal retail  
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