



Euromonitor
International

Home Laundry Appliances in the United Arab Emirates

March 2026

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for smart and AI-powered products

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Samsung drives premiumisation with AI-powered laundry range

Chart 3 - Samsung Expands Smart Laundry Range in the UAE with AI-Controlled Washer and Dryer Series

Automatic washing machines dominates sales volume

Smart features drive growth in automatic washer dryers

WHAT'S NEXT?

Consumers prioritise smart features and space-saving solutions

Automatic washing machines to remain the largest category

Energy efficiency and combo washer-dryers to drive future growth

COMPETITIVE LANDSCAPE

LG and Samsung maintain lead through innovation and premiumisation

Chart 4 - LG Rolls Out Its AI Core Washing Machines in the UAE

No major mergers or acquisitions or new launches expected

CHANNELS

Appliances and electronics specialists lead distribution

Retail e-commerce gains traction with promotional campaigns

Direct-to-consumer sales reshape retail channel dynamics

Chart 5 - Direct-to-Consumer - Samsung Bespoke AI Laundry Combo Pre-Order Campaign in the UAE

PRODUCTS

AI-powered innovations drive premiumisation and sales growth

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Consumer Appliances in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Growing focus on smart and AI-powered features

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Growing demand for premium models

Chart 8 - LG launches the MoodUP Fridge Freezer in the UAE

Smart features drive value sales growth across categories

E-commerce gains share with exclusive bundles and convenience

WHAT'S NEXT?

Smart features and premiumisation to drive consumer appliances growth

Air conditioners remain key despite slowing growth

E-commerce and smart technology shape industry landscape

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Philips and Panasonic lead

Emerging players capitalise on niche opportunities and affordability

CHANNELS

Retail offline dominates big-ticket purchases

Retail e-commerce gains share with competitive pricing

No new retail concepts emerge in 2026

PRODUCTS

Smart and AI-powered features drive premiumisation

Dreame and Levoit lead innovation with multi-functional and health-focused appliances

Chart 10 - Dreame Launches the H15 Pro in Dubai

Chart 11 - Levoit Launches the Sprout Air Purifier in the UAE

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in United Arab Emirates 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in United Arab Emirates 2025

Chart 15 - Consumer Landscape in United Arab Emirates 2025

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SOURCES

Summary 1 - Research Sources

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