



Euromonitor
International

Small Cooking Appliances in the United Arab Emirates

March 2026

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-consciousness supports growth

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Healthy lifestyles and urban living drive sales growth

Smart and AI-powered trend boosts value sales

Chart 3 - Xiaomi Launches Smart App-Enabled Air Fryer Offering Hands-Free Cooking

WHAT'S NEXT?

Urban living and premiumisation to drive future sales

Fryers to show rapid growth

Smart technology and premiumisation to shape industry future

COMPETITIVE LANDSCAPE

Leading brands sustain market share through innovation

Emerging players and new launches intensify competition

Chart 4 - Instant Brands' Instant Pot Gains Traction in UAE Kitchens with All-in-One Versatility

CHANNELS

Retail offline remains dominant despite e-commerce growth

Retail e-commerce drives growth in premium appliances

PRODUCTS

Smart technology and health focus drive innovation

Chart 5 - Philips Connected Air Fryer Emphasises Healthier Cooking through Stylish Design

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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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