



Euromonitor
International

Refrigeration Appliances in the United Arab Emirates

March 2026

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers looking for smart and premium models

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Premium and smart features drive sales growth

Chart 3 - Samsung Launches 2025 Bespoke AI Family Hub Refrigerator in UAE

LG's MoodUP fridge freezer sets new premium benchmark

Chart 4 - LG Introduces its MoodUP Fridge Freezer in the UAE

Smart and AI-powered features redefine market

WHAT'S NEXT?

Premium brands drive growth through innovation and sustainability

Fridge freezers to remain the largest category, with side-by-side experiencing notable growth

Smart and energy-efficient features to redefine industry landscape

COMPETITIVE LANDSCAPE

Leading brands maintain strength through innovation and sustainability

No major mergers or new entrants expected in near future

CHANNELS

Retail offline dominates sales of refrigeration appliances

Retail e-commerce gains traction with premium and smart appliances

No new retail concepts or collaborations emerge in 2026

PRODUCTS

Smart and AI-powered features drive innovation

Sustainability and energy efficiency become key drivers

Chart 5 - LG Brings Energy-Smart Cooling to UAE Kitchens

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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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