



Euromonitor
International

Dishwashers in Saudi Arabia

January 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising incomes and urbanisation drive demand for premium dishwashers

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Strong economic fundamentals boost sales of dishwashers

Built-in dishwashers leads volume growth with premium features

Smart technology contributes to solid growth for dishwashers

Chart 2 - LG Launches AI DD Dishwasher with SmartThinQ Integration in Saudi Arabia

WHAT'S NEXT?

Rising incomes and urbanisation set to increase the penetration of dishwashers

Freestanding dishwashers set to lead, but the built-in format will see higher growth

Smart technology and energy efficiency set to contribute to growth

COMPETITIVE LANDSCAPE

Leading brands maintain dominance through innovation and trust

Emerging players and strategic acquisitions reshape the dynamics

Chart 3 - Analyst Insight

Innovation, regulations, and partnerships to propel evolution in dishwashers

CHANNELS

Appliances and electronics specialists leads sales, but retail e-commerce grows

Emerging trends transform the retail environment

PRODUCTS

Bosch launch caters to the consumer desire for convenience and customisation

Chart 4 - Bosch Launches VarioFlex SmartRack Dishwasher with Custom Wash Profiles in 2025

Arçelik new launch focuses on sustainability and energy efficiency

Chart 5 - Arçelik Introduces MEPS-Compliant Eco Dishwasher to the Saudi Market in 2025

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances thrives, driven by Vision 2030 and demand for smart products

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Strong demand driven by economic growth and Vision 2030

Air conditioners grows rapidly from an already high base in 2025

Smart integration drives growth for consumer appliances

Chart 7 - LG Launches AI-Powered Washing Machines with Arabic Language Support in Saudi Arabia

WHAT'S NEXT?

Sustainability expected to drive continued growth

Air conditioners to remain dominant in value terms, while air purifiers shows growth potential

Smart technology expected to shape business strategies

Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Players in small appliances maintain their leading positions overall

Emerging players and strategic moves shape the industry

Chart 9 - Analyst Insight

CHANNELS

Offline retail dominates due to in-store expertise and product comparison

Retail e-commerce drives sales of small appliances with competitive pricing

Experiential retail and DTC concepts reshape the retail landscape

Chart 10 - Midea Group Launches DTC E-Commerce Platform for Personalised Appliances

PRODUCTS

Energy-efficient appliances drive premiumisation

Chart 11 - LG Partners with Retailers to Launch AI-Enabled, Energy-Efficient Home Appliances

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Saudi Arabia 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Saudi Arabia 2025

Chart 15 - Consumer Landscape in Saudi Arabia 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dishwashers-in-saudi-arabia/report.