Description: Saudi Arabia faces extreme climatic conditions, with temperature often shooting to 50°C during peak summers. Consequently, a refrigerator is more of a necessity product in the Kingdom.

On account of growing number of households and increasing disposable income, demand for refrigerators has been growing in the country at a robust pace over the last few years. Moreover, in order to bring down the soaring electricity consumption in the Kingdom, the Government of Saudi Arabia has made it mandatory for refrigerator companies to sell energy efficient refrigerators with 3 & above star ratings. This move is expected to have a positive impact on Saudi Arabia's refrigerator market in the coming years.

According to “Saudi Arabia Refrigerators Market By Type, By Capacity, By Sales Channel, Competition Forecast and Opportunities, 2011 - 2021”, the refrigerators market in Saudi Arabia is projected to grow at a CAGR of more than 7.5% during 2016 - 2021.

The market has been broadly segmented into four categories, namely, top mounted freezer refrigerators, single door refrigerators, side-by-side refrigerators & French door bottom-freezer refrigerators. Among these categories, the top mounted freezer refrigerators segment dominated the overall Saudi Arabia refrigerators market in 2015, and the segment is anticipated to maintain its dominance over the next five years as well. In addition to being highly energy efficient, the top mounted freezer refrigerators acquire less space and comparatively offer large storage space in various compartments. Few of the leading players operating in Saudi Arabia refrigerators market include Samsung Electronics, LG Electronics and Hitachi.

“Saudi Arabia Refrigerators Market By Type, By Capacity, By Sales Channel, By End Use Sector, Competition Forecast and Opportunities, 2011 - 2021” discusses the following aspects related to refrigerators in the Saudi Arabia:

- Saudi Arabia Refrigerators Market Size, Share & Forecast
- Segmental Analysis - By Type (Top Mounted Freezer Refrigerators, Single Door Refrigerators, Side-by-Side Refrigerators & French Door Bottom-Freezer Refrigerators), By Capacity (Less than 300L, 301L - 600L & 601L & Above), By Sales Channel (Retail Stores, Exclusive Showrooms & Online Channel), By End Use Sector (Residential & Commercial)
- Policy & Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of the Saudi Arabia refrigerators market
- To identify the on-going trends, and anticipated growth over the next five years
- To help industry consultants, refrigerator players and other stakeholders align their market-centric strategies
- To obtain research-based business decisions and add weight to presentations and marketing material
- To gain competitive knowledge of leading market players

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research includes interviews with refrigerators companies, distributors, dealers and industry experts. Secondary research includes an exhaustive search of relevant publications like company annual reports, financial reports and other proprietary databases.
* Avail of 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer's specific needs

Contents:

1. Research Methodology
2. Product Overview
3. Analyst View
4. Global Refrigerators Market Overview
5. Saudi Arabia Refrigerators Market Outlook
   5.1. Market Size & Forecast
   5.1.1. By Value & Volume
   5.2. Market Share & Forecast
   5.2.1. By Type (Top Mounted Freezer, Single Door, Side-by-Side & French Door Bottom-Freezer)
   5.2.2. By Capacity (301L - 600L, 601L & Above and Less than 300L)
   5.2.3. By End Use Sector (Residential & Commercial)
   5.2.4. By Sales Channel (Retail Stores, Exclusive Showrooms & Online Channel)
   5.2.5. By Region
   5.2.6. By Company
   5.3. Market Attractiveness Index
6. Saudi Arabia Refrigerators Market Segmental Analysis
   6.1. Saudi Arabia Top Mounted Freezer Refrigerators Market Outlook
   6.1.1. Market Size & Forecast
   6.1.1.1. By Value & Volume
   6.1.2. Price Point Analysis
   6.2. Saudi Arabia Single Door Refrigerators Market Outlook
   6.2.1. Market Size & Forecast
   6.2.1.1. By Value & Volume
   6.2.2. Price Point Analysis
   6.3. Saudi Arabia Side-by-Side Refrigerators Market Outlook
   6.3.1. Market Size & Forecast
   6.3.1.1. By Value & Volume
   6.3.2. Price Point Analysis
   6.4. Saudi Arabia French Door Bottom-Freezer Refrigerators Market Outlook
   6.4.1. Market Size & Forecast
   6.4.1.1. By Value & Volume
   6.4.2. Price Point Analysis
7. Market Dynamics
   7.1. Drivers
   7.2. Challenges
8. Market Trends & Developments
   8.1. Foray of Inverter Technology
   8.2. New Product Development
   8.3. Implementation of Saudization Monitoring Rules
   8.4. Penetration of E-commerce
   8.5. Multi-Channel Marketing Activities
9. Policy & Regulatory Landscape
10. Trade Dynamics
11. Saudi Arabia Economic Profile
12. Competitive Landscape
   12.1. Competition Benchmarking
   12.2. Company Profiles
12.2.1. Samsung Saudi Arabia
12.2.2. LG Electronics Inc.
12.2.3. Hitachi Saudi Arabia Ltd.
12.2.4. Toshiba Gulf FZE
12.2.5. Whirlpool MEEA JLT
12.2.6. Hisense International Co. Ltd.
12.2.7. Gibson International
12.2.8. Haier KSA
12.2.9. TCL Home Appliances (Hong Kong) Co., Ltd.
12.2.10. Hamad A. Alessa & Sons Co. (HAASCO)

13. Strategic Recommendations

List of Figures

Figure 1: Saudi Arabia Refrigerators Market Size, By Value (USD Million), By Volume (Thousand Units), 2011-2021F
Figure 2: Saudi Arabia Purchasing Power Parity, 2011-2014 (USD)
Figure 3: Saudi Arabia Refrigerators Market Share, By Type, By Value, 2011-2021F
Figure 4: Saudi Arabia Refrigerators Market Share, By Capacity, By Value, 2011-2021F
Figure 5: Saudi Arabia Refrigerators Market Share, By End Use Sector, By Value, 2015
Figure 6: Saudi Arabia Refrigerators Market Share, By End Use Sector, By Value, 2021F
Figure 7: Saudi Arabia Refrigerators Market Share, By Sales Channel, By Value, 2011-2021F
Figure 8: Saudi Arabia Refrigerators Market Share, By Region, By Value, 2011-2021F
Figure 9: Saudi Arabia Refrigerators Market Share, By Company, By Value, 2015-2021F
Figure 10: Saudi Arabia Refrigerators Market Attractiveness Index, By Type, By Volume, 2015-2021F
Figure 11: Saudi Arabia Refrigerators Market Attractiveness Index, By Region, By Value, 2015-2021F
Figure 12: Saudi Arabia Top Mounted Freezer Refrigerators Market Size, By Value (USD Million), By Volume (Thousand Units), 2011-2021F
Figure 13: Saudi Arabia Top Mounted Freezer Refrigerators Average Selling Prices, 2011-2021F (USD)
Figure 14: Saudi Arabia Top Mounted Freezer Refrigerators Market Share, By Price Range (USD), By Value, 2015
Figure 15: Saudi Arabia Single Door Refrigerators Market Size, By Value (USD Million), By Volume (Thousand Units), 2011-2021F
Figure 16: Saudi Arabia Single Door Refrigerators Average Selling Prices, 2011-2021F (USD)
Figure 17: Saudi Arabia Single Door Refrigerators Market Share, By Price Range (USD), By Value, 2015
Figure 18: Saudi Arabia Side-by-Side Refrigerators Market Size, By Value (USD Million), By Volume (Thousand Units), 2011-2021F
Figure 19: Saudi Arabia Side-by-Side Refrigerators Average Selling Prices, 2011-2021F (USD)
Figure 20: Saudi Arabia Side-by-Side Refrigerators Market Share, By Price Range (USD), 2015
Figure 21: Saudi Arabia French Door Bottom-Freezer Refrigerators Market Size, By Value (USD Million), By Volume (Thousand Units), 2011-2021F
Figure 22: Saudi Arabia French Door Bottom-Freezer Refrigerators Average Selling Prices, 2011-2021F (USD)
Figure 23: Saudi Arabia French Door Bottom-Freezer Refrigerators Market Share, By Price Range (USD), 2015
Figure 24: Saudi Arabia Urban Population Share as a Percentage of Total Population, 2011-2014 (%)
Figure 25: Saudi Arabia Gross Domestic Product (GDP) Per Capita, 2011-2014 (USD)
Figure 26: Saudi Arabia Refrigerator Trade Analysis, 2015

List of Tables

Table 1: Saudi Arabia Top Mounted Freezer Refrigerators Average Selling Prices, By Company, By Capacity, 2015 (USD)
Table 2: Partial List of Saudi Arabia Single Door Refrigerators Average Selling Prices, By Company, By Capacity, 2015 (USD)
Table 3: Partial List of Saudi Arabia Residential Villa Projects to be completed by 2017
Table 4: Partial List of Saudi Arabia Side-by-Side Refrigerators ASPs, 2015 (USD)
Table 5: Partial List of Saudi Arabia French Door Bottom-Freezer Refrigerators ASPs, 2015 (USD)
Table 6: Saudi Arabia Refrigerator Energy Star Rating
Table 7: Saudi Arabia Partial List of Refrigerator Brands and their Production, 2015

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