On account of extreme climatic conditions, rising disposable income, growing construction activities in both commercial and residential sectors, coupled with various government initiatives aimed at improving energy efficiency, the demand for air conditioners in Saudi Arabia is projected to witness growth over the next five years.

Continuing growth in infrastructure developments and industrial sector are also augmenting the sales of air conditioning systems in Saudi Arabia. Moreover, implementation of energy efficiency labelling system and standardization for air conditioners is expected to have a positive impact on the country's air conditioners market in the coming years.

According to “Saudi Arabia Air Conditioners Market By Product Type, Competition Forecast and Opportunities, 2011 - 2021”, air conditioners market size in Saudi Arabia is anticipated to surpass US$ 3 billion by 2021. Central and West regions of Saudi Arabia are the highest demand generators for air conditioners in the country, and their dominance is expected to continue during 2016 - 2021.

Segment-wise, split air conditioners dominate the market, as they can be easily installed in multi-storey buildings, occupy less space and are cost-efficient. However, the market for chillers in Saudi Arabia is expected to outpace the rest of the air conditioner segments in the coming years. In 2015, LG Shaker grabbed the largest market share in Saudi Arabia's air conditioners market, followed by Zamil, Gree, Samsung Electronics and Daikin Air Conditioning Saudi Arabia.

“Air Conditioners Market in Saudi Arabia By Type, Competition Forecast and Opportunities, 2011 - 2021” discusses the following aspects of air conditioners market in Saudi Arabia:

- Saudi Arabia Market Size, Share & Forecast
- Segmental Analysis - By Type (Split, Window, VRF, Chillers and Others)
- Policy and Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of Saudi Arabia air conditioners market
- To identify the customer preference towards air conditioners
- To help industry consultants, air conditioner companies, distributors and dealers 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 air conditioner companies, distributors and industry experts. Secondary research includes an exhaustive search of relevant publications such as company annual reports, financial reports and other proprietary databases.

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