Saudi Arabia Washing Machines Market By Technology (Semi/Non Automatic & Fully Automatic), By Type (Top Load Fully Automatic, Top Load Single Tub Semi/Non Automatic, etc.), By Capacity, Competition Forecast and Opportunities, 2011 - 2021

Description: Due to increasingly busy lifestyles, a growing number of consumers in Saudi Arabia prefer to wash their laundry by washing machines. In addition to time saving, washing machines are being preferred as they offer enhanced convenience and use less water compared to traditional hand washing.

Growing urbanization, rising middle class population, and increasing working population are few of the key drivers augmenting demand for washing machines in Saudi Arabia. Moreover, an increasing number of hotels, clinics & dispensaries, etc., are also boosting demand for washing machines in the Kingdom.

According to “Saudi Arabia Washing Machines Market By Technology, By Type, By Capacity, Competition Forecast and Opportunities, 2011 - 2021”, the washing machines market in Saudi Arabia is projected to surpass US$ 425 million by 2021.

The market has been segmented into four categories, namely, top load fully automatic, top load single tub semi/non automatic, twin tub semi/non automatic and front load fully automatic. Among these categories, the top load fully automatic washing machines segment dominated the country's washing machines market in 2015, and the segment is anticipated to maintain its dominance over the next five years as well.

Growing consumer awareness regarding better energy and water efficiency, enhanced user convenience, coupled with easy availability in different capacity and price ranges are some of the major factors anticipated to aid the sales of top load fully automatic washing machines in Saudi Arabia over the next five years. Few of the leading players operating in the Saudi Arabia washing machines market include LG Electronics Saudi Arabia Ltd, Haier KSA, Toshiba Corp and Midea Group Co. Ltd.

“Saudi Arabia Washing Machines Market By Technology, By Type, By Capacity, Competition Forecast and Opportunities, 2011 - 2021” discusses the following aspects related to washing machines market in Saudi Arabia:

- Saudi Arabia Washing Machines Market Size, Share & Forecast
- Segmental Analysis - By Technology (Semi/Non Automatic & Fully Automatic), By Type (Top Load Fully Automatic, Top Load Single Tub Semi/Non Automatic, Twin Tub Semi/Non Automatic & Front Load Fully Automatic), By Capacity (More than 11 Kgs, 7.6 - 11 Kgs & Less than 7.5 Kgs)
- 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 washing machines market
- To identify the on-going trends, and anticipated growth over the next five years
- To help industry consultants, washing machine companies, distributors 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 included interviews with washing machines companies, distributors, dealers and industry experts. Secondary research included 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. Analyst View
3. Product Overview
4. Global Washing Machines Market Overview
5. Saudi Arabia Washing Machines Market Outlook
   5.1. Market Size & Forecast
   5.1.1. By Value & Volume
   5.2. Market Share & Forecast
   5.2.1. By Technology (Fully Automatic & Semi/Non Automatic)
   5.2.2. By Type (Top Load Fully Automatic, Top Load Single Tub Semi/Non Automatic, Twin Tub Semi/Non Automatic & Front Load Fully Automatic)
   5.2.3. By Capacity (Less than 7.5 Kgs, 7.6 - 11 Kgs & More than 11 Kgs)
   5.2.4. By Region
   5.2.5. By Company
   5.3. Market Attractiveness Index
6. Saudi Arabia Washing Machines Market Segmental Analysis
   6.1. Saudi Arabia Front Load Washing Machines 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 Top Load Fully Automatic Washing Machines 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 Top Load Semi-Automatic Washing Machines 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 Twin Tub Washing Machines 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. Growing Technological Advancements
   8.2. Growing Demand for Large Capacity Washing Machines
   8.3. Increasing Popularity of Energy & Water Efficient Washing Machines
   8.4. Increasing Online Sales Channel Penetration
   8.5. Penetration of Front Load Washing Machines
9. Trade Dynamics
10. Saudi Arabia Economic Profile
11. Policy & Regulatory Landscape
12. Competitive Landscape
   12.1. Company Profiles
12.1.1. LG Electronics
12.1.2. Samsung Saudi Arabia
12.1.3. Haier KSA
12.1.4. Toshiba Gulf FZE
12.1.5. Hitachi Saudi Arabia Ltd.
12.1.6. Hisense International Co. Ltd.
12.1.7. Hamad A. Alessa & Sons Co. (HAASCO)
12.1.8. Whirlpool MEEA JLT
12.1.9. Midea Group Co. Ltd.
12.1.10. Eurostar

13. Strategic Recommendations

List of Figures

Figure 1: Saudi Arabia Washing Machines Market Size, By Value (USD Million), By Volume (Thousand Units) 2011-2021F
Figure 2: Saudi Arabia Washing Machines Market Share, By Technology, By Value, 2011-2021F
Figure 3: Saudi Arabia Washing Machines Market Share, By Type, By Value, 2011-2021F
Figure 4: Saudi Arabia Washing Machines Market Share, By Capacity, By Value, 2011-2021F
Figure 5: Saudi Arabia Washing Machines Market Share, By Region, By Value, 2011-2021F
Figure 6: Saudi Arabia Washing Machines Market Share, By Company, By Value, 2011-2021F
Figure 7: Saudi Arabia Washing Machines Market Attractiveness Index, By Region, By Value, 2015-2021F
Figure 8: Saudi Arabia Washing Machines Market Attractiveness Index, By Type, By Value, 2015-2021F
Figure 9: Saudi Arabia Front Load Fully Automatic Washing Machines Market Size, By Value (USD Million), By Volume (Thousand Units), 2011-2021F
Figure 10: Saudi Arabia Front Load Fully Automatic Washing Machines Market Share, By Price Range (USD), By Value, 2015
Figure 11: Saudi Arabia Top Load Fully Automatic Washing Machines Market Size, By Value (USD Million), By Volume (Thousand Units), 2011-2021F
Figure 12: Saudi Arabia Top Load Fully Automatic Washing Machines Market Share, By Price Range (USD), By Value, 2015
Figure 13: Saudi Arabia Top Load Single Tub Semi/Non Automatic Washing Machines Market Size, By Value (USD Million), By Volume (Thousand Units), 2011-2021F
Figure 14: Saudi Arabia Top Load Single Tub Semi/Non Automatic Washing Machines Market Share, By Price Range (USD), By Value, 2015
Figure 15: Saudi Arabia Twin Tub Semi/Non Automatic Washing Machines Market Share, By Value (USD Million), By Volume (Thousand Units) 2011-2021F
Figure 16: Saudi Arabia Twin Tub Semi/Non Automatic Washing Machines Market Share, By Price Range (USD), By Value, 2015
Figure 17: Saudi Arabia Percentage of Urban Population to Total Population, 2011-2014
Figure 18: Saudi Arabia, GNI Per Capita, 2010 - 2013 (USD)
Figure 19: Saudi Arabia, GDP Per Capita, 2010 - 2014 (USD)
Figure 20: Saudi Arabia Washing Machines Imports, By Country, By Value, 2014 (%)

List of Tables

Table 1: Saudi Arabia Front Load Fully Automatic Washing Machines Average Selling Prices, 2011-2021F (USD/Unit)
Table 2: Partial List of Saudi Arabia Front Load Fully Automatic Washing Machines Average Selling Prices, By Company, By Capacity, 2015 (USD/Unit)
Table 3: Saudi Arabia Top Load Fully Automatic Washing Machines Average Selling Prices, 2011-2021F (USD/Unit)
Table 4: Partial List of Saudi Arabia Top Load Fully Automatic Washing Machines Average Selling Prices, By Company, By Capacity, 2015 (USD/Unit)
Table 5: Saudi Arabia Top Load Single Tub Semi/Non Automatic Washing Machines Average Selling Prices, 2011-2021F (USD/Unit)
Table 6: Partial List of Saudi Arabia Top Load Single Tub Semi/Non Automatic Washing Machines Average Selling Prices, 2015 (USD)
Table 7: Saudi Arabia Twin Tub Semi/Non Automatic Washing Machines Average Selling Prices, 2011-2021F (USD/Unit)
Table 8: Partial List of Saudi Arabia Twin Tub Semi/Non Automatic Washing Machines Average Selling Prices, 2015 (USD)
Table 9: Saudi Arabia Washing Machines Imports, By Volume (Thousand Units), By Value (USD Million), 2014
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