



Microwaves in Saudi Arabia

January 2026

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2025 DEVELOPMENTS

Urbanisation and multifunctional appliances drive robust growth

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INDUSTRY PERFORMANCE

Solid growth due to urbanisation and economic factors; freestanding microwaves dominates

Convenience and customisation are important in the purchasing decision

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WHAT'S NEXT?

Compact, multifunctional, convenient models with advanced features set to drive growth

Built-in microwaves expected to lead growth with premium features

E-commerce and digital marketing will drive sales and brand loyalty

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Samsung and LG maintain lead through innovation and localisation

Emerging players reshape the competitive dynamics through localisation and affordability

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Appliances and electronics specialists drives offline sales

Retail e-commerce gains traction for cheaper models and quick replacement purchases

Emerging concepts reshape the retail landscape

PRODUCTS

Smart and AI-powered microwaves drive growth for premium products

Compact multifunctional microwaves appeal to urban households

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[Consumer Appliances in Saudi Arabia - Industry Overview](#)

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Strong demand driven by economic growth and Vision 2030

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