



**Euromonitor
International**

Personal Care Appliances in the United Arab Emirates

March 2026

Personal Care Appliances in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing demand for premium products

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Smart features drive value growth among affluent consumers

Largest category driven by consumer preferences

AI-powered products elevate category value

Chart 3 - Philips Launched AI-Enhanced Sonicare Prestige+ Toothbrush with SmartSense Technology

WHAT'S NEXT?

Affluent consumers drive demand for premium personal care appliances

Hair care appliances drives market growth with advanced features

E-commerce and smart features to reshape industry landscape

COMPETITIVE LANDSCAPE

Dyson and Panasonic offer innovative multi-functional designs

Chart 4 - Dyson Launches All-in-One Airwrap Pro in UAE with Enhanced Compact Design

No significant mergers or new entrants in 2025

CHANNELS

Dyson drives growth through premium direct-to-consumer sales

Retail e-commerce holds steady with premium and niche products

Chart 5 - Dyson Direct UAE – Building Loyalty Through Premium DTC

No new retail brands or concepts emerge in 2026

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Consumer Appliances in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Growing focus on smart and AI-powered features

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Growing demand for premium models

Chart 8 - LG launches the MoodUP Fridge Freezer in the UAE

Smart features drive value sales growth across categories

E-commerce gains share with exclusive bundles and convenience

WHAT'S NEXT?

Smart features and premiumisation to drive consumer appliances growth

Air conditioners remain key despite slowing growth

E-commerce and smart technology shape industry landscape

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Philips and Panasonic lead

Emerging players capitalise on niche opportunities and affordability

CHANNELS

Retail offline dominates big-ticket purchases

Retail e-commerce gains share with competitive pricing

No new retail concepts emerge in 2026

PRODUCTS

Smart and AI-powered features drive premiumisation

Dreame and Levoit lead innovation with multi-functional and health-focused appliances

Chart 10 - Dreame Launches the H15 Pro in Dubai

Chart 11 - Levoit Launches the Sprout Air Purifier in the UAE

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in United Arab Emirates 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in United Arab Emirates 2025

Chart 15 - Consumer Landscape in United Arab Emirates 2025

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SOURCES

Summary 1 - Research Sources

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