



**Euromonitor
International**

Food Preparation Appliances in the United Arab Emirates

March 2026

Food Preparation Appliances in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth supported by health trend and preference for home-cooked meals

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Health awareness and e-commerce drive sales

Largest category leads with essential kitchen tools

Significant growth in other food preparation appliances

WHAT'S NEXT?

Busy professionals and younger families drive demand for compact multi-functional appliances

Blenders to remain the largest category

Other food preparation appliances to see growth with innovative products

COMPETITIVE LANDSCAPE

Leading brands maintain edge through innovation and promotions

Direct-to-consumer sales and health trends shape market

Chart 3 - Direct-to-Consumer: Nutribullet Middle East DTC Launch

CHANNELS

Offline retailers hold strong share despite e-commerce growth

No new retail concepts or collaborations emerge in 2026

PRODUCTS

Multi-functional designs and direct sales drive appliance innovation

Nutricook and other brands innovate with health-focused products

Chart 4 - Multi-Functionality & Compact Design: Nutribullet Blender Combo

Chart 5 - Health & Wellness Focus: Nutricook Air Fryer Launch in the UAE

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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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