



Home Products Specialists in Saudi Arabia

March 2024

Table of Contents

Home Products Specialists in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home product specialists see steady growth in 2023 as players see mixed results

IKEA partners with WebEngage as competition from more affordable stores and channels intensifies

Home products specialists deploy loyalty programmes and BNPL services to encourage sales

PROSPECTS AND OPPORTUNITIES

Social media and new technology should help home products specialists to capitalise on the growing interest in DIY and interior design

Growing housing market will aid sales for home products in the foreseen years

New entrants likely to be attracted by the market's potential but they will face tough competition from existing players

CHANNEL DATA

Table 1 - Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 2 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 - Sales in Home Products Specialists by Channel: Value 2018-2023

Table 4 - Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 5 - Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 6 - Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 7 - Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 8 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 9 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 10 - Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 11 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

Retail in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture

E-commerce thriving as retailers continue to invest in an omnichannel approach

Retailers adopt personalised marketing strategies

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Ramadan and Eid-al Fitr

National day

Back to school

White Friday

MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 14 - Sales in Retail Offline by Channel: Value 2018-2023

Table 15 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 16 - Retail Offline Outlets by Channel: Units 2018-2023

Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 18 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 22 - Sales in Grocery Retailers by Channel: Value 2018-2023
Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
Table 24 - Grocery Retailers Outlets by Channel: Units 2018-2023
Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 32 - Retail GBO Company Shares: % Value 2019-2023
Table 33 - Retail GBN Brand Shares: % Value 2020-2023
Table 34 - Retail Offline GBO Company Shares: % Value 2019-2023
Table 35 - Retail Offline GBN Brand Shares: % Value 2020-2023
Table 36 - Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 37 - Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 39 - Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 40 - Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 47 - Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 49 - Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-products-specialists-in-saudi-arabia/report.