Irons in the United Arab Emirates

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Among consumer appliances, irons have been the least affected by the economic down turn of 2008-2009, and represented the fasted growing category over the last four years, growing by 8% in 2012. Nonetheless, the improving economic conditions and increasing disposable income levels have been helpful in driving demand, encouraging many consumers to replace their old irons.

COMPETITIVE LANDSCAPE Irons is the most fragmented category in the market, with â€œothersâ€• accounting for 98% of overall volume sales in 2012. Consumers are not as brand-conscious with regard to irons, and hence a plethora of brands exists, many unknown, imported mainly from China and South Korea. It should be noted, however, that â€œothersâ€• includes many mid-priced and premium brands such as Kenwood and Siemens. PROSPECTS As in previous years, over the forecast period irons are expected to be the fastest growing consumer appliances. The category is expected to grow by 11% annually over the forecast period, three percentage points faster than the review period CAGR. Increasing disposable income levels represents one of the key factors that will drive demand, as low- and middle-income consumers can begin replacing their old irons much sooner.Republished with permission from Euromonitor Market Research Blog, originally posted on
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