

# HÔM EX

**7-9 December 2024**  
**Riyadh-Saudi Arabia**



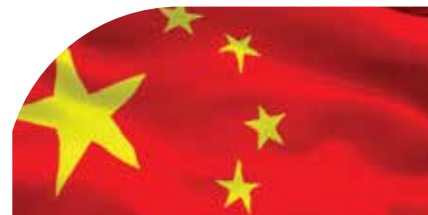
# About



Homex is an exceptional exhibition that serves as a dynamic platform, bringing together buyers, sellers, and manufacturers from the home appliance, kitchenware, tableware, home textile, home decoration, and kitchen sectors.

This highly anticipated event serves as a hub for networking, collaboration, and business opportunities, offering a comprehensive showcase of products, services, and innovations in the home industry.

# EXHIBITORS



**NUMBER QUALITY**  
meeting per Exhibitor

**45**  
**MEETINGS**



# HOME Appliances

In the Gulf region, the home appliance market holds a significant market share of approximately 40%. With an estimated value of \$7.7 billion by 2025, this sector is witnessing a compound annual growth rate of around 8.2%. The Gulf's growing population, urbanization, and increasing disposable income contribute to the expansion of this market. Consumers are investing in innovative and energy-efficient appliances, such as high-end refrigerators, washing machines, and smart home automation systems, to enhance their living spaces.



# KITCHEN ware



The kitchenware market in the Gulf region commands a notable market share of approximately 30%. With a projected growth rate of around 4.5%, this sector is driven by the region's flourishing hospitality industry and the rising trend of dining out.

The market is estimated to reach a value of \$5.2 billion by 2025. Consumers in the Gulf are investing in high-quality kitchen essentials, including premium cookware sets, stylish cutlery, and trendy kitchen gadgets, to elevate their dining experiences at home.

# TABLE ware

The tableware market in the Gulf region holds a significant market share of approximately 35% and is expected to grow at a rate of around 3.2% in the coming years. With an estimated market value of \$6.8 billion by 2025, this sector is driven by the region's love for entertaining and socializing. Gulf consumers are increasingly seeking elegant and unique tableware products, including fine dinnerware sets, exquisite glassware, and stylish serving pieces, to enhance their dining experiences and make a lasting impression on their guests.



# HOME textile



The home textile market in the Gulf region captures a significant market share of approximately 20%. With an estimated value of \$2.4 billion by 2025, this sector is witnessing rapid growth. Rising disposable income, changing lifestyles, and an increased focus on home aesthetics contribute to this expansion. Consumers in the Gulf are investing in high-quality home textiles, such as premium bedding sets, soft furnishings, elegant curtains, and luxurious rugs, to create a comfortable and visually appealing ambiance in their homes.



# HOME

## Home Decoration

The home decoration market in the Gulf holds a considerable market share of around 10%. With an estimated market size exceeding \$1.2 billion, this sector is witnessing steady growth. Gulf consumers have a strong preference for unique and stylish home decor items. They invest in decorative accessories, wall art, lighting fixtures, and statement furniture pieces to personalize their living spaces. The market offers a wide range of options to cater to diverse tastes and design preferences, contributing to its growth.



# KITCHENS

The kitchen segment in the Gulf region captures a notable market share of approximately 5%. With a growing demand for modern and functional kitchen designs, this sector is experiencing steady growth. The estimated market size for kitchens in the Gulf is around \$800 million. Consumers in the region are seeking innovative kitchen solutions, including sleek countertops, energy-efficient appliances, customized cabinetry, and smart kitchen systems. These elements enhance the overall style, efficiency, and functionality of their kitchens.



# TARGET BUYERS

## TARGET COUNTRIES



UAE



Kuwait



Qatar



Iraq



Bahrain



Oman



Libya



Egypt

## TARGET SECTORS

1-Interior design

2-Distributor of tableware

3-Home decoration retailers

4-Super markets chain & Retailers

5-Importers

6-Mega project contractors

7-Hotels chain



# SUPER MARKETS CHAIN & RETAILERS



 **PANDA**  
HYBERMARKET 

 **LULU**  
HYBERMARKET 

 **CARREFOUR UAE**  


 **SAFARI**  
HYBERMARKET 

 **GREEN APPLE**  
MARKET 

 **GEANT** 

 **MESWAG**  
HYPERMARKET 



# MEGA PROJECTS CONTRACTORS



**THE PEARL GATES**



**QATARI DIAR**



**AL AMIDA COMPANY**



**AL ALI ENGINEERING .CO.  
W.L.L**



**DADABHAI  
CONSTRUCTION**



هلال البصرة  
HILAL AL-BASRAH

**HILAL AL BASRA  
COMPANY**



**ALTURKI HOLDING**



**AL NABOODAH**





# HOME APPLIANCES KITCHENWARE



	<b>HOMEWIDE UAE</b>	
	<b>AL ALMANA &amp; PARTNERS W.L.L</b>	
	<b>Y. K. ALMOAYYED &amp; SONS</b>	
	<b>ALMANZIL ELECTRONICS GROUP</b>	

	<b>HAMAD ABDULLA AL ESSA &amp; SONS CO.</b> AlJihad AlOlla Company	
	<b>ABDUL LATIF JAMEEL ELECTRONICS CO.</b>	
	<b>SACO</b>	
	<b>DARWISH TRADING CO.</b>	





	<b>BAJABER GROUP</b>	
	<b>EUREKA</b>	
	<b>AL KUWAITI GROUP</b>	
	<b>ALJIHAD ALOLLA COMPANY</b>	



# HOTEL CHAINS



 <p>FOUR SEASONS</p>	<b>FOUR SEASONS HOTEL KUWAIT</b>	
 <p>THE RITZ-CARLTON</p>	<b>THE RITZ-CARLTON</b>	
 <p>Kempinski Hotel Mall of the Emirates DUBAI</p>	<b>KEMPENSKI UAE</b>	
 <p>Hilton HOTELS &amp; RESORTS</p>	<b>HILTON BAHRAIN</b>	

 <p>JW MARRIOTT</p>	<b>JW MARRIOTT MUSCAT</b>	
 <p>Rotana</p>	<b>BABYLON ROTANA</b>	
 <p>مشروع الزمخ الملكي الوطنية ش.م.م Trident National Enterprises LLC</p>	<b>TRIDENT NATIONAL ENTERPRISE LLC</b>	

 <p>W WALDORF ASTORIA HOTELS &amp; RESORTS</p>	<b>WALDORF ASTORIA KUWAIT</b>	
 <p>Radisson BLU</p>	<b>RADISSON BLU AL MAHARY HOTEL</b>	
 <p>DARWISH TRADING CO. LLC</p>	<b>DARWISH TRADING CO.</b>	



# INTERIOR DESIGN, DISTRIBUTER OF TABLEWARE AND HOME DECORATION RETAILERS



	<b>MUSE INTERIOR DESIGN</b>	
	<b>ARCHJS</b> (JASSIM ALSHEHAB ARCHITECTS)	
	<b>HOME BOX STORES</b>	
	<b>SSH DESIGN</b>	

	<b>QASR ALAWANI</b>	
	<b>KHIARA STORES</b>	
	<b>EXTRA</b>	
	<b>HOMESRUS</b>	

	<b>HOME CENTER OMAN</b>	
	<b>EVERSTYLE UAE</b>	
	<b>F.F.WATCH COMPANY W.L.L.</b>	
	<b>NEW HOUSE COMPLEX</b>	

	<b>LANDMARK GROUP</b>	
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# MEDIA COVERAGE

- TV
- Social media
- Radio





# ORGANIZERS

