



Kingdom of Saudi Arabia

Overview of Tableware Market



November 2023



- [Background](#)
- [Research Objectives](#)
- [Research Methodology](#)
- [Research Findings](#)
 - [1: Kingdom of Saudi Arabia's Market Overview](#)
 - [2: Household Goods, Homeware in the Kingdom of Saudi Arabia](#)
 - [3: Tableware Market in Kingdom of Saudi Arabia](#)
 - [4: Competitive Landscape](#)
 - [5: Distribution Channels](#)
 - [6: Commercial Development Strategies](#)
 - [7: New Hospitality Developments](#)
 - [8: Related Local Trade Fairs](#)
 - [9: Legal Framework](#)

Background



Franceclat is a French Association serving the sectors of watchmaking, jewellery, goldsmithing and **tableware**.

Due to Saudi Arabia's booming economy and growing consumer markets, Franceclat has decided to conduct this study which intends to provide a deeper understanding of Tableware market in the country. This study also intends to deliver a detailed information on market trends, competition, regulation, etc.

This document outlines the findings of the study.



The objective of the study is to understand the dynamics of Tableware Industry in the Kingdom of Saudi Arabia

- ❖ *Market Overview*
- ❖ *Competitive Landscape*
- ❖ *Distribution Analysis*
- ❖ *Commercial Development Strategies*
- ❖ *Legal Framework*
- ❖ *Future Outlook*

Research Methodology

Information required to meet research objectives is obtained through:

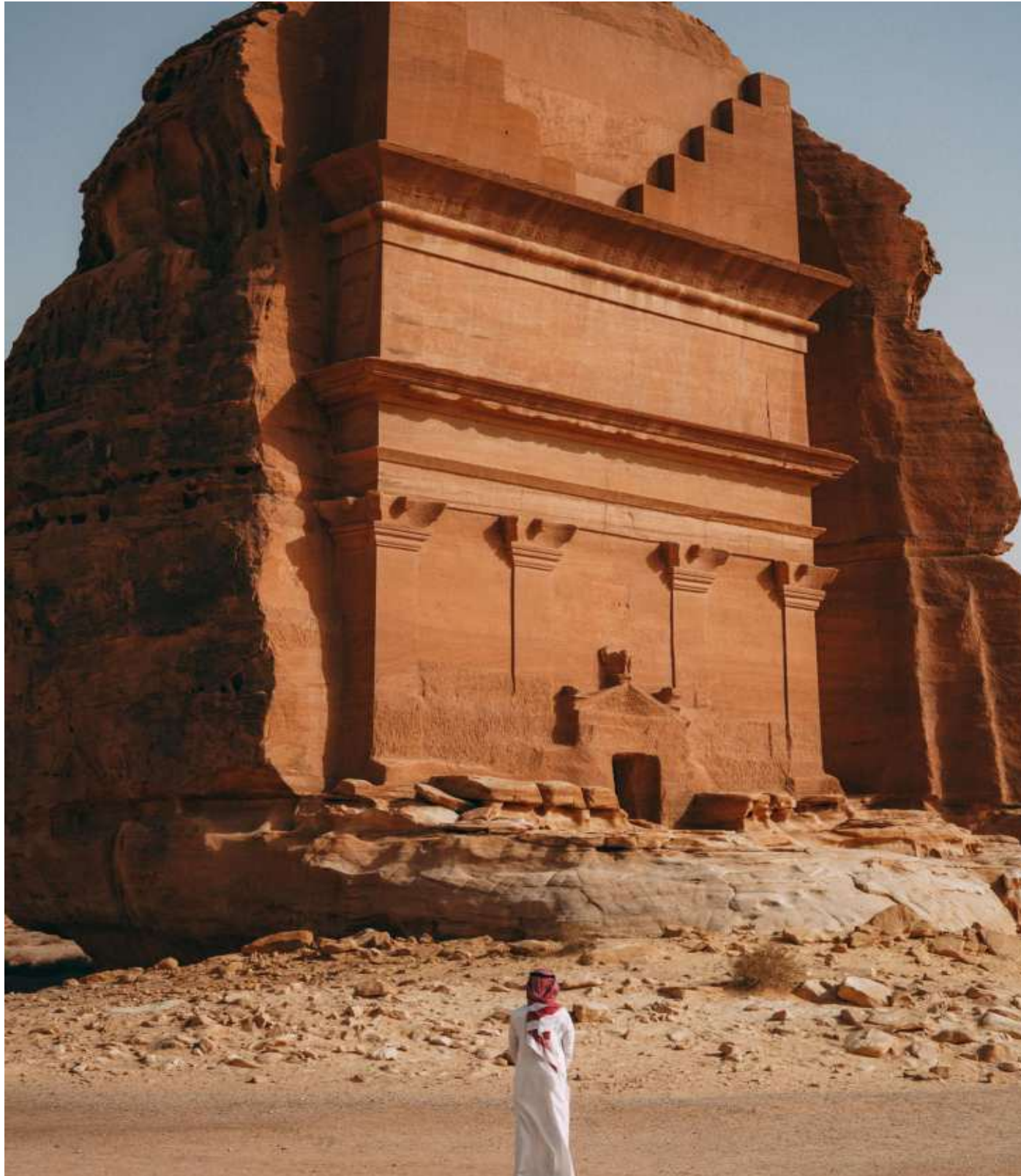
- **Desk Research**
- **Primary Research**
 - Interviews were conducted with different local authorities and companies relevant to client's requirements



1

Kingdom of Saudi Arabia Market Overview

Kingdom of Saudi Market Overview



As a rapidly growing economy with a population of over 36 million, Kingdom of Saudi Arabia presents an exciting opportunity for companies looking to expand their business. However, understanding the market trends and consumer behavior in this region is crucial for success.

Kingdom of Saudi Arabia is attempting to change its economic system. Its Vision 2030 is largely a plan to lessen the Kingdom of Saudi Arabia's reliance on oil and change the country's economy into one that is more open, private sector-led, and self-sustaining.

Additionally, the plan's economic diversification intends to boost the nation's international competitiveness and draw in foreign capital.

Kingdom of Saudi Market Vision 2030

Since the launch of Vision 2030, the nation has laid a strong foundation for success by implementing unprecedented reforms in the public sector, the economy, and society as a whole. Despite challenges, invaluable experiences have been gained, and determination has been strengthened. These efforts have improved government efficiency, created new growth and investment opportunities, and enhanced the quality of life for citizens.

As the transformation continues, the commitment remains to empower citizens and businesses, diversify the economy, and create innovative growth opportunities by fostering a favorable environment for investments. The progress and success achieved are the result of the collective efforts of citizens, the private sector, and the non-profit sector, all working towards elevating the nation's global position.



Key Figures - Kingdom of Saudi Arabia Market



GDP US\$
\$1.733 trillion (as of 2022)



Population
36,947,025 (as of 2023)



External Trade (% of GDP)
59% (as of 2022)



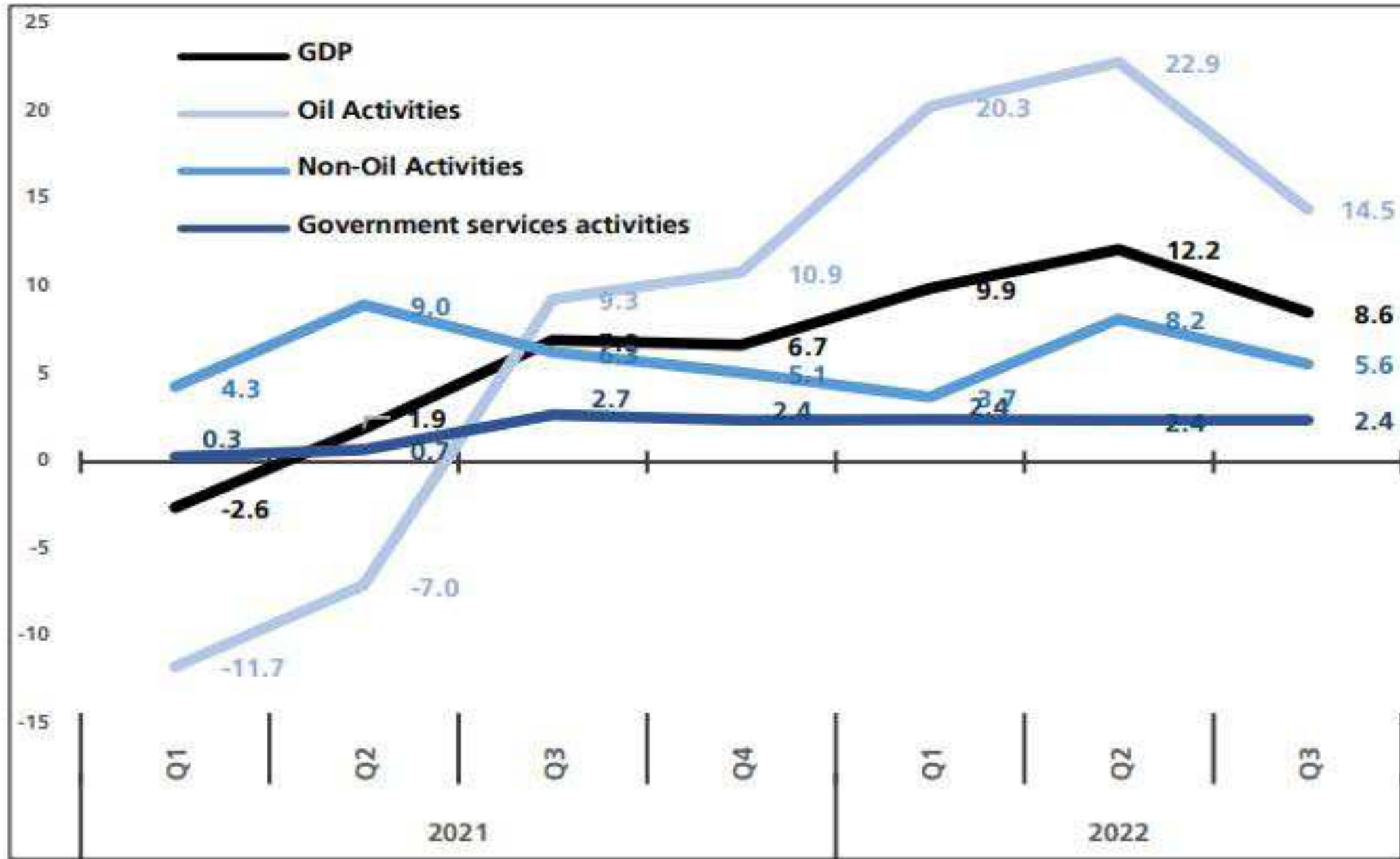
Religion
93% of the population is
Muslim



Merchandise Trade (% of GDP)
54.04% (as of 2022)

Saudi Economy

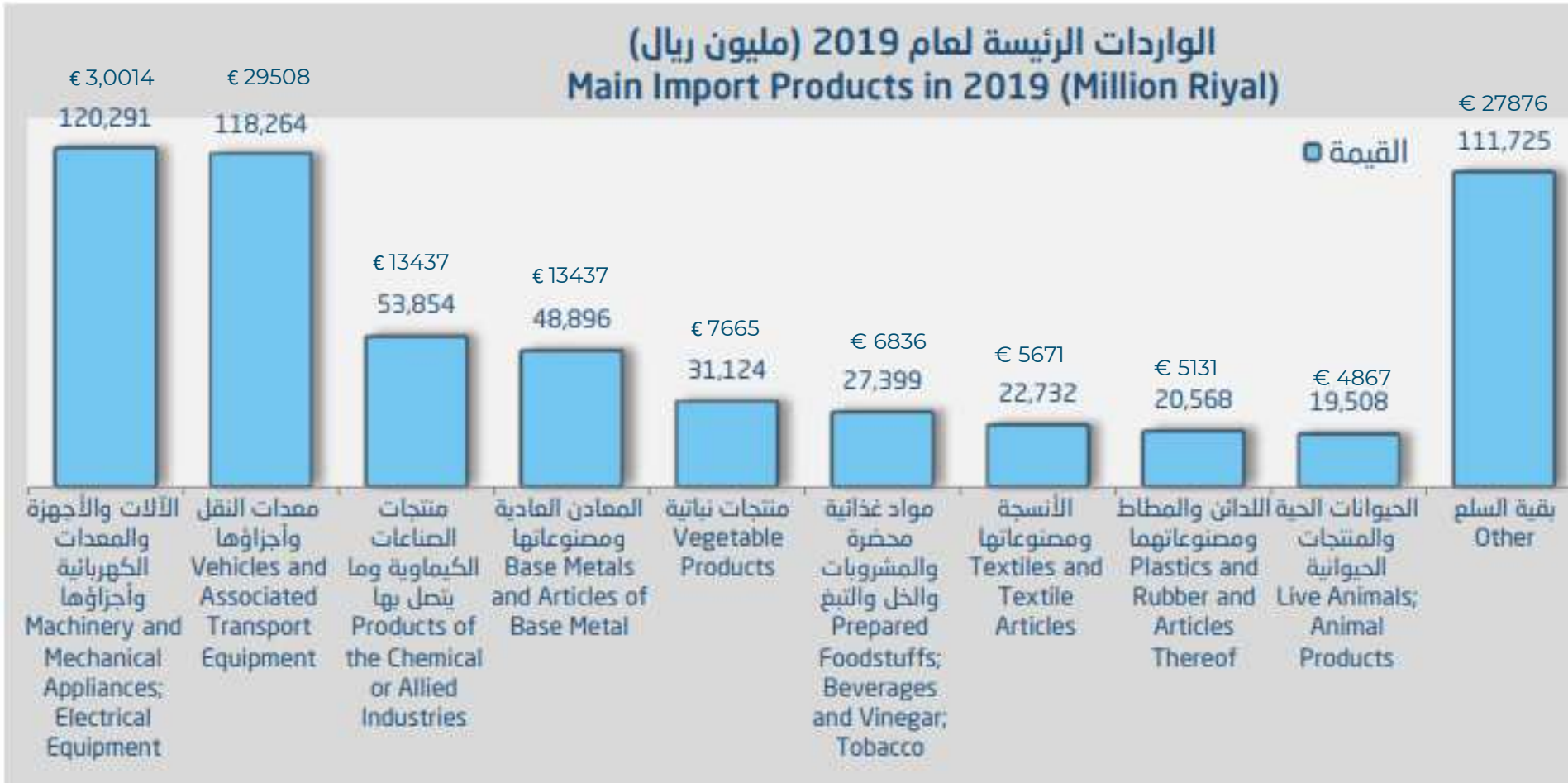
Figure1: Real GDP Growth Rates (Year-on-Year, %)



According to flash estimates by the General Authority for Statistics (GASTAT), real Gross Domestic Product (GDP) of Kingdom of Saudi Arabia continued to grow by 8.6% in Q3/2022 compared to Q3/2021. This growth is mainly due to the increase in Oil activities by 14.5% in Q3/2022. Non-oil activities grew by 5.6% and government services activities by 2.4% (year-on-year) in the reference period.

Source: General Authority of Statistics Kingdom of Saudi Arabia

Saudi Imports

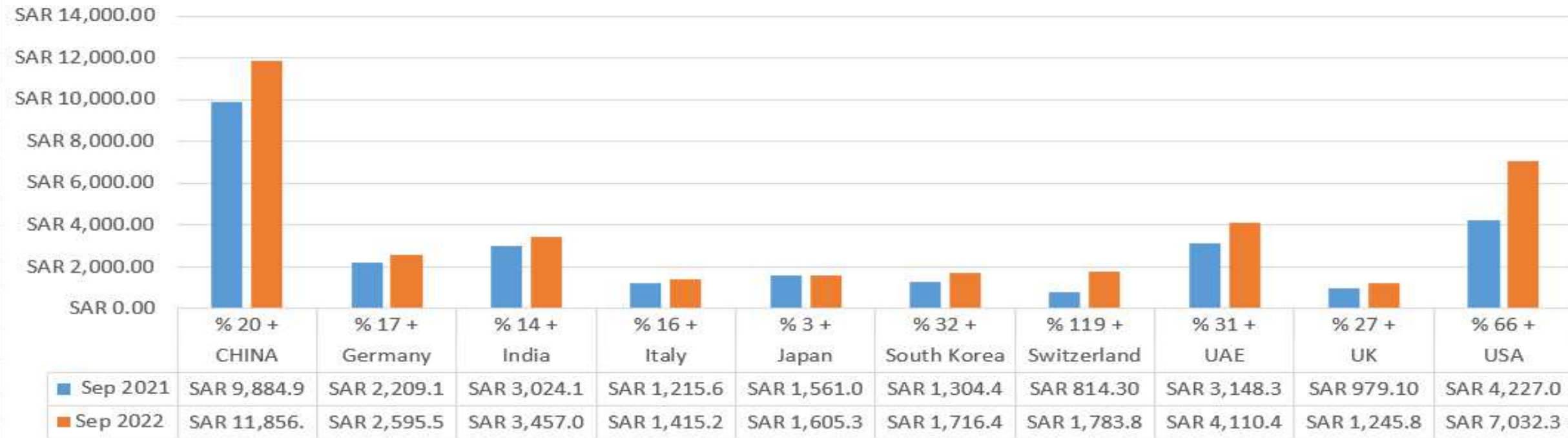


The value of The Total Imports of Kingdom of Saudi Arabia during 2019 was (574 361) million S.R./ EUR 143 310 million with an increase of (60 369) million S.R (11.75%)/ EUR 15062 million higher than the previous year. The value of the Imports during 2018 was (513 993) million S.R/ EUR 128 248 million, and this raise can be explained better by analyzing the structural base of these Imports and the volume of the goods of the total, but The Imports Weight during 2019 reached (77 512) thousand ton against (75 239) thousand ton during the year of 2018. This forming an increase of (2 272) thousand ton at rate of (3.0%) more than the previous year.

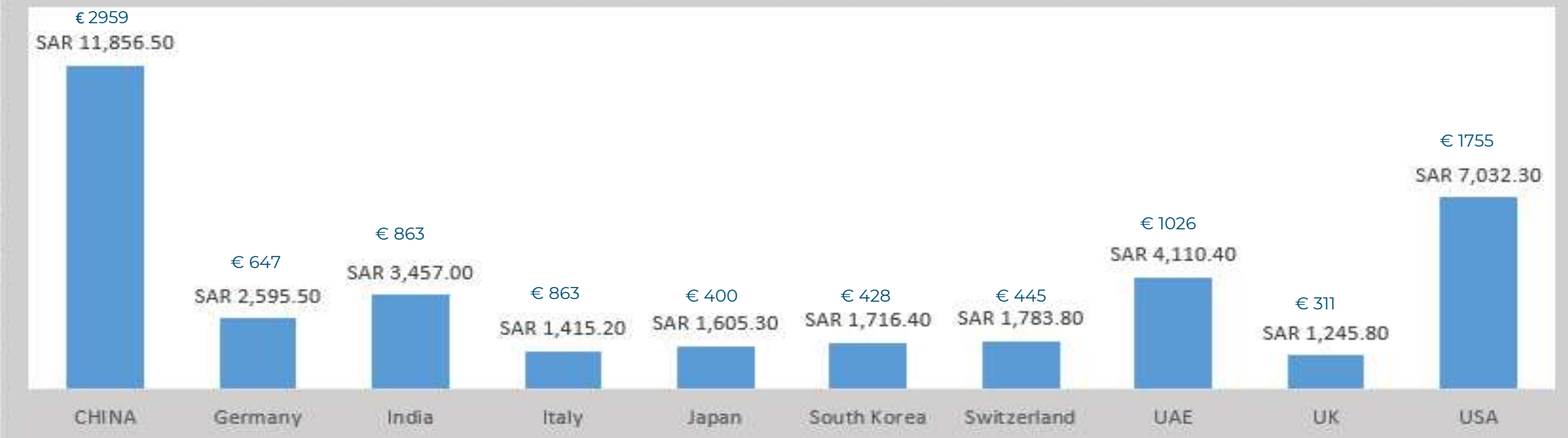
Source: General Authority of Statistics Kingdom of Saudi Arabia

Saudi Imports

Top 10 Countries for Imports, 2022 (in Million Riyals)



Top 10 Countries for Import Sep 2022 (In Million Riyals)

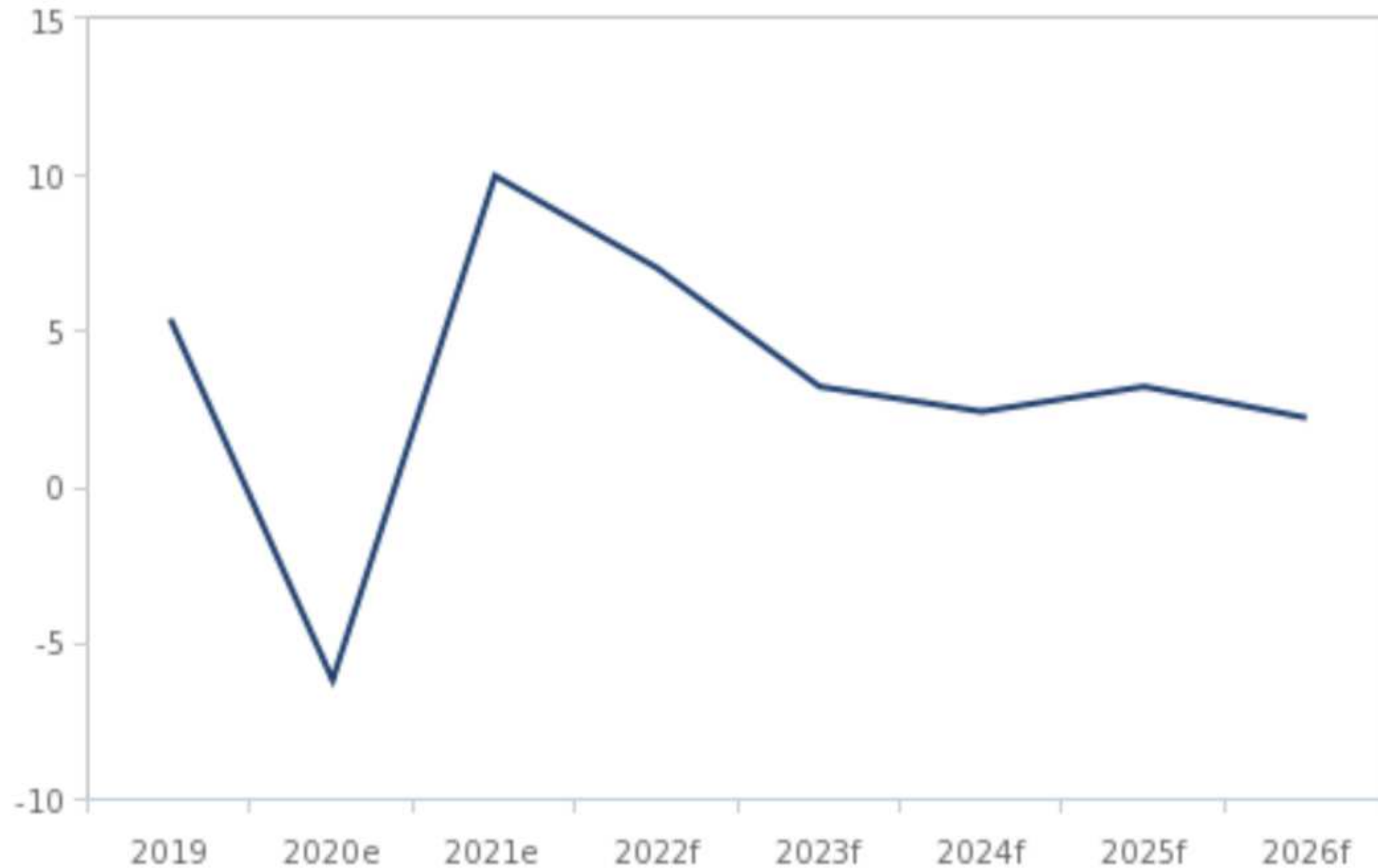


Saudi merchandise imports during 2022 September amounted to about 60.05 billion riyals/ EUR 14,983,268 billion, an increase of 27% compared to September 2021, according to data from the Statistics Authority.

Source: General Authority of Statistics Kingdom of Saudi Arabia

Saudi Household Spending Outlook

Household Spending Growth To Slow In 2023
Saudi Arabia - Total Household Spending, Real % y-o-y (2019-2026)

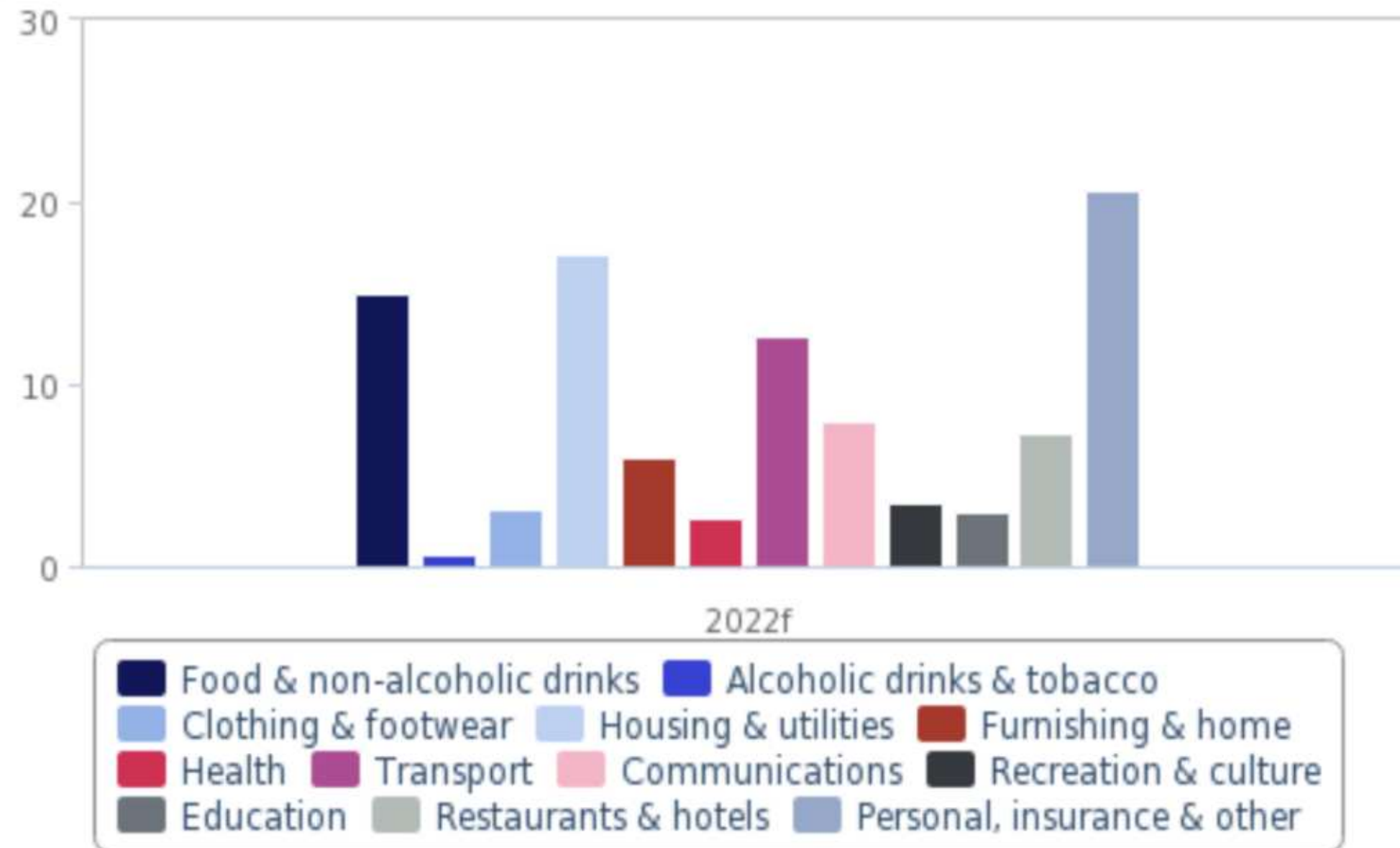


Real household expenditure in Kingdom of Saudi Arabia is predicted to increase by 4.0% over 2023, slowing from the 5.7% recorded over 2022 as the effects of interest rate increases on the Saudi economy begin to be seen. Beyond 2023, the rise of consumer expenditure will remain low as the Saudi consumer sector fully recovers from the severe consequences of the Covid-19 outbreak. As a result, we expect Kingdom of Saudi Arabia's total household expenditure will increase by 4.8% between 2022 and 2026.

Source: e/f = Fitch Solutions estimate/forecast. Source: Kingdom of Saudi Arabia Central Department of Statistics and Information, Fitch Solutions

Saudi Household Spending Outlook

Personal, Insurance And Other Spending The Largest Spending Category
Total Household Spending Breakdown, % total (2022)

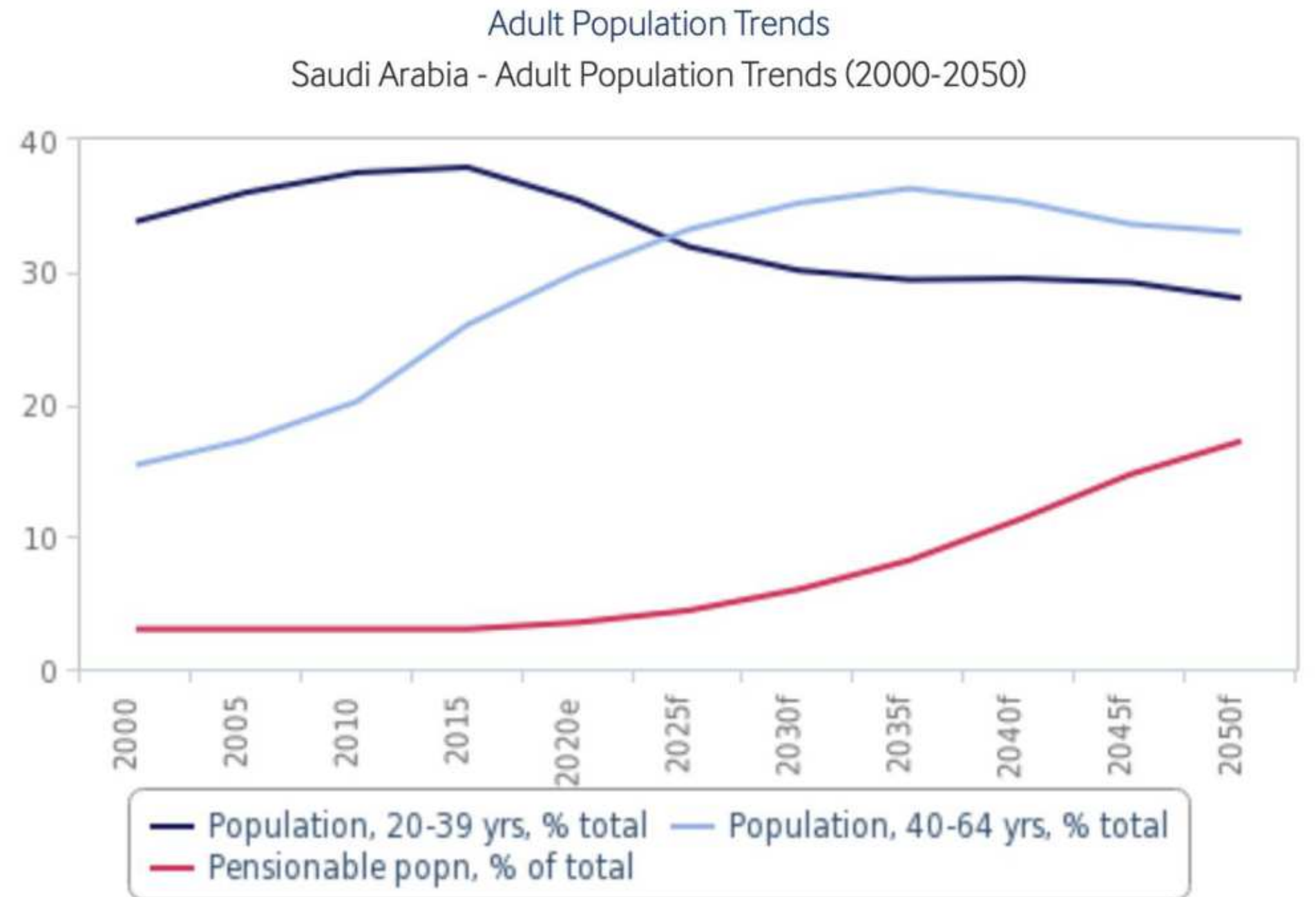


Communication will be one of the fastest growing consumer spending categories over our medium-term forecast period, which is expected to grow by an average annual growth rate of 7.6%. In 2018, the Saudi government pledged to invest up to USD64.0bn in developing a local specialised entertainment industry. This is creating a new centre around domestic local entertainment and supporting computer hardware and audio-visual sales out to 2026 and beyond. Device spending will further benefit from Crown Prince Salman's efforts towards economic and social digitisation as well as national modernisation. It has been noted that Kingdom of Saudi Arabia's large youth population will underpin growth in this consumer spending segment.

Source: e/f = Fitch Solutions estimate/forecast. Source: Kingdom of Saudi Arabia Central Department of Statistics and Information, Fitch Solutions

Consumer Demographics

- One of the greatest consumer marketplaces within the Gulf Cooperation Council (GCC) will be provided by Kingdom of Saudi Arabia. The population of Kingdom of Saudi Arabia will increase from 34.8 million in 2020 to 44.6 million by 2050. Over this time span, there would be an increase of 9.7 million people, greatly surpassing markets like Bahrain, the smallest GCC market.
- Kingdom of Saudi Arabia's customer base will be dominated by young adults (20-39 years old). The customer base of young adults accounted for 35.4% of the overall population in 2020. The middle-aged consumer group (40-64 years) will make up the majority of consumers in the nation by 2025, accounting for 33.2% of all consumers vs 31.9% of young adults. We predict that in 2050, young adults will make up 28.0% of the population, while middle-aged consumers will make up 33.0%. From 3.5% to 17.2% of the population, the pensionable population will progressively grow between 2020 and 2050, maintaining the dominance of young adult and middle-aged consumer preferences in consumer trends.



Source: e/f = Fitch Solutions estimate/forecast

Source: Kingdom of Saudi Arabia Central Department of Statistics and Information, Fitch Solutions



Household Goods, Homeware And Home Improvement in the Kingdom of Saudi Arabia

Household goods Key Market Players

Spending levels on household products should improve to benefit from Kingdom of Saudi Arabia's goal of reaching 70% home ownership by 2030. Since 2018, Saudi nationals have been allowed to apply for more accessible and cheap mortgages, which over the course of our medium-term estimate should encourage real estate transactions and boost demand for home products.

- With 32 locations nationwide and revenues expected to exceed SAR1,481.0mn in 2020, **SACO** is the biggest retailer of home furnishings, accessories, and remodeling products in Kingdom of Saudi Arabia.
- Since entering the market in 1997, the **Home Centre brand of Landmark Group** has grown to become the second-largest home retailer in the Middle East, with 29 locations nationwide. Homecentre.com, the retailer's multilingual online storefront accessible on PCs and mobile devices, allows consumers to explore and buy more than 5,500 items from the convenience of their homes, including furniture and home decor.
- The **Al Fozan Group - United Homeware Company (Nice)**, which was established in 2012, is a one-stop shop for all things domestic, from kitchenware to bedroom accessories. The majority of the people it targets are women. Nice offers female-focused engagement options to supplement its customers' shopping experiences, including a café, a nail salon, a gifting service, and a loyalty reward program.
- Since 2005, **Zara Home** has been operating in Kingdom of Saudi Arabia; there are presently eight stores there, including ones in Riyadh, Jeddah, and Dammam. Zara Home established their online store in Kingdom of Saudi Arabia in Q319, capitalizing on the rising popularity of online shopping among Saudi customers.
- **IKEA**, a Swedish retailer, built its first location in Kingdom of Saudi Arabia in Jeddah in 1985. Since then, it has added three more locations there as well as ones in Riyadh and Dahrhan. Ghassan Ahmed Al Sulaiman Furnishing is the franchise holder for all three of these businesses. Additionally, the business has three order and collection locations, with more on the horizon.
- **Sabban Furniture**, which provides custom furniture for homes, businesses, and hotels, **Midas Furniture**, **Ashley Furniture**, and other important home furnishings merchants in Kingdom of Saudi Arabia.

Household goods Key Market Players

SELECTED HOUSEHOLD GOODS RETAILERS						
Company	Parent/ Ownership	Sub-Sector	Revenues	Employees	Stores	Notes
Home Centre	Landmark Group	Household goods, furniture	71.9 M SAR (2022 e commerce)	6,000+	29	na
IKEA	INGKA Holding BV	Household goods, furniture	SAR 30B Global Revenue 2022	230K	7	Four physical stores and three order and collection points
Midas	Midas International General Trading Company	Furniture	300m SAR Revenue 2022	2,000+	6	na
United Homeware Company (Nice)	Al Fozan Group	Household goods, furniture	Group Revenue 2019, SAR 200m	50-200	11	na
Zara Home	Inditex	Household goods, furniture	Inditex 200m SAR 2022	160k	4	Employees total number ZARA
Ashley	Ashley Furniture Industries	Household goods, furniture	Parent Revenue, 40B SAR	35,000	5	na
SACO	Saudi Company For Hardware	Household goods, furniture, toys	SARI .458.omn (2019 sales)	1,000+	36	na

3

Tableware Market in Kingdom of Saudi Arabia

Tableware Market

The tableware market in Kingdom of Saudi Arabia is a significant and growing industry. According to recent statistics, the market size was estimated to be around \$600 million in 2020, with an expected growth rate of 4.5% over the next five years. This growth can be attributed to the increasing population and rising disposable income in the region.

The high-end tableware industry has experienced consistent expansion in the recent past and is predicted to sustain this favourable trend until 2030. An evident pattern in this market is the increasing favour towards environmentally conscious and sustainable items. Additionally, a noteworthy development in the luxury tableware sector involves the rising incorporation of technology to elevate both product excellence and operational efficiency.

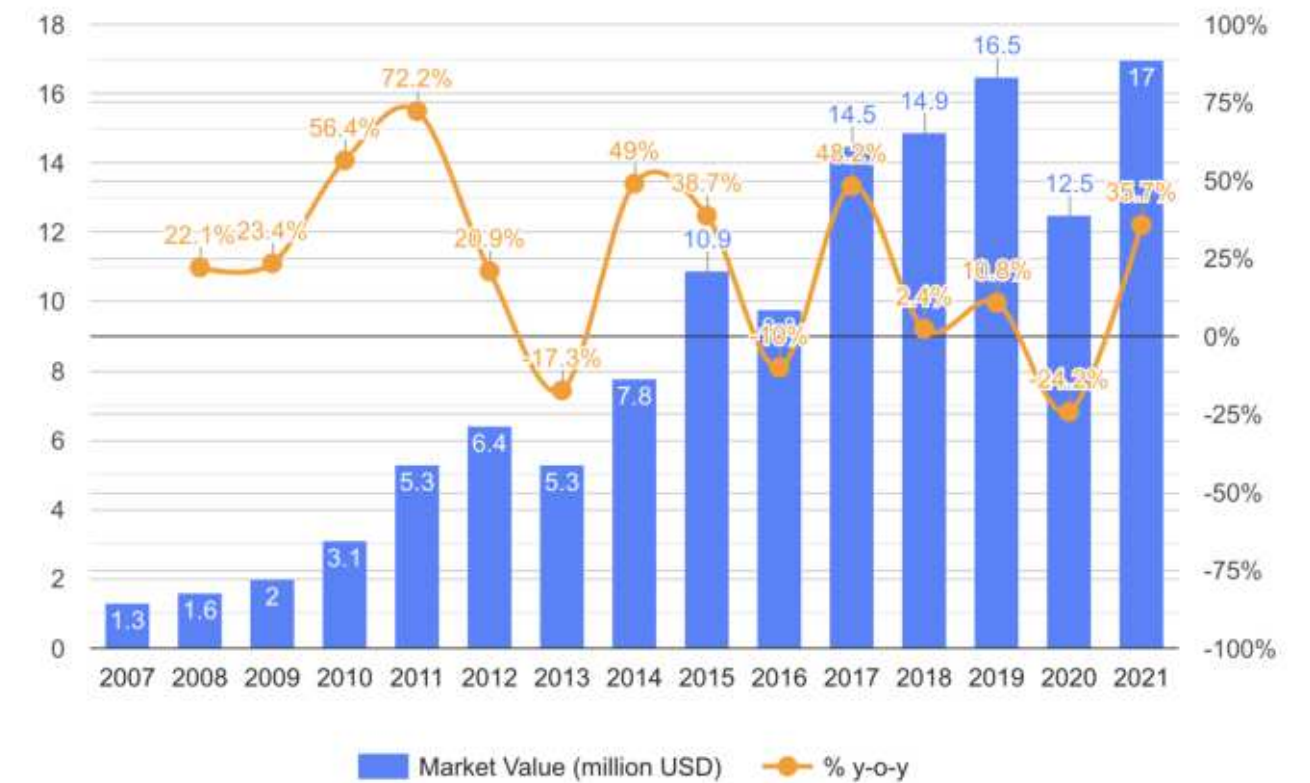


Tableware Market - Wood

- About 5.6K tons of wooden tableware and kitchenware were used in Kingdom of Saudi Arabia in 2021, an increase of 22% from the previous year. Overall, consumption showed a significant increase. Consumption of wood for kitchen and tableware reached a record in 2017 of 6.3K tons but declined from 2018 to 2021.
- The market for wood cookware and tableware in Kingdom of Saudi Arabia saw revenue climb to \$17M in 2021, up 36% from the year before. With the exception of logistical expenses, retail marketing expenses, and retailer margins, which will be reflected in the ultimate consumer price, this number represents the combined revenues of manufacturers and importers.
- Over the next ten years, consumption is anticipated to continue to rise, driven by Kingdom of Saudi Arabia's rising demand for wooden cookware and tableware.
- Market growth is forecasted to slow down from 2021 to 2030, increasing at a predicted CAR of +6.3%, bringing the market volume to 9.7K tons by the end of that year. Market value is estimated to rise with an anticipated CAG of +7.9% over the years 2021 to 2030, bringing the market value to \$34M (in nominal prices) by the end of that year.

Source: <https://app.indexbox.io/report/4419/682/>

Market Value (million USD)



Market Volume (thousand tons)



HS Code: 4419 Tableware and Kitchenware, wood

Tableware Market - Wood

- Traditionally, Saudis have embraced a rich culinary heritage deeply rooted in the tactile experience of enjoying meals with their hands or employing simple wooden utensils. This cultural practice has endured across generations, becoming an integral part of their dining customs. As younger Saudis embrace their cultural heritage, there has been a notable resurgence in the demand for these traditional eating implements.
- Moreover, in recent years, there has been a noticeable shift towards greater environmental consciousness within Saudi Arabia. This heightened awareness extends to the materials used in daily life, prompting a reevaluation of the ecological impact of various products. Wooden plates, particularly those crafted from sustainably sourced materials, have gained traction as a preferred choice due to their alignment with environmentally responsible practices. This preference reflects a broader societal commitment to reduce reliance on non-biodegradable materials, promoting sustainability and eco-friendly choices across different aspects of daily living.
- The resurgence of interest in traditional dining methods coupled with a growing concern for environmental preservation has led to a dual benefit - fostering cultural appreciation while also promoting sustainable lifestyle choices. As a result, the demand for wooden utensils and plates has experienced a notable upswing, catering not only to cultural inclinations but also to the evolving environmental ethos embraced by the populace. This trend signifies a harmonious blend of cultural heritage preservation and a conscientious approach towards minimizing ecological footprints.

Tableware Market – Some Wood Tableware



ASA Wood Footed Bowl
As low as SAR 185.00



Olaf Zetzsche Kitchen Tongs, Beech
Wood
SAR 75.00



Swissmar Napoli Salt Keeper with Lid
SAR 89.00



Peugeot Paris Antique Salt Mill, 18 cm
SAR 249.00



Christofle

Mood Asia Tray
8,525 SAR Earn 7413 MUSE points



Set of 4 Acacia Wood
Pasta/Salad Plate , 9 in. x 2 in.
★★★★★ (1)
414.00 SAR

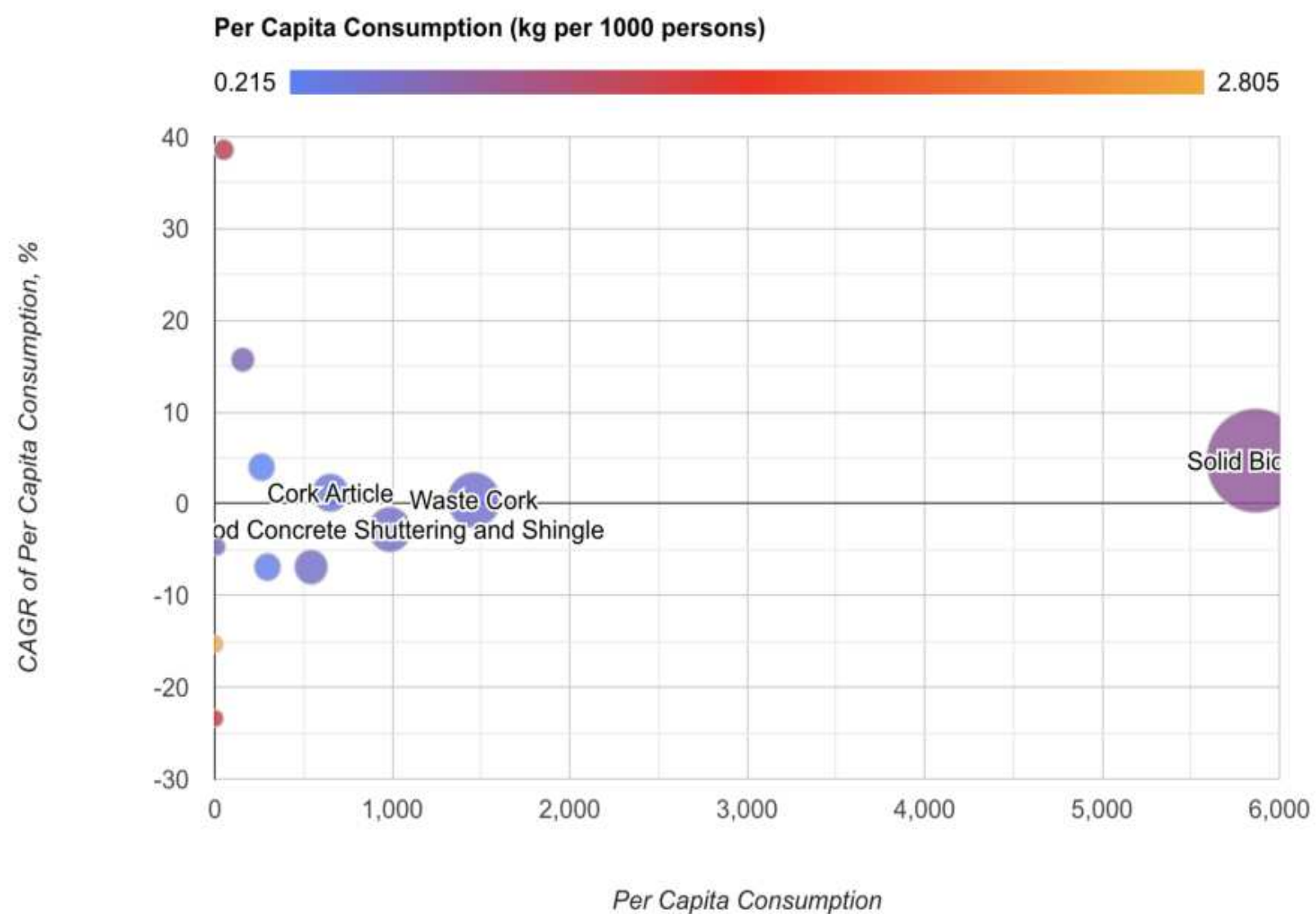


SET OF SILICONE AND WOOD KITCHEN UTENSILS
69 SAR - 109 SAR

HS Code: 4419 Tableware and Kitchenware, wood

Tableware Market – Wood

Most Consumed Wood Tableware product, as of 2021



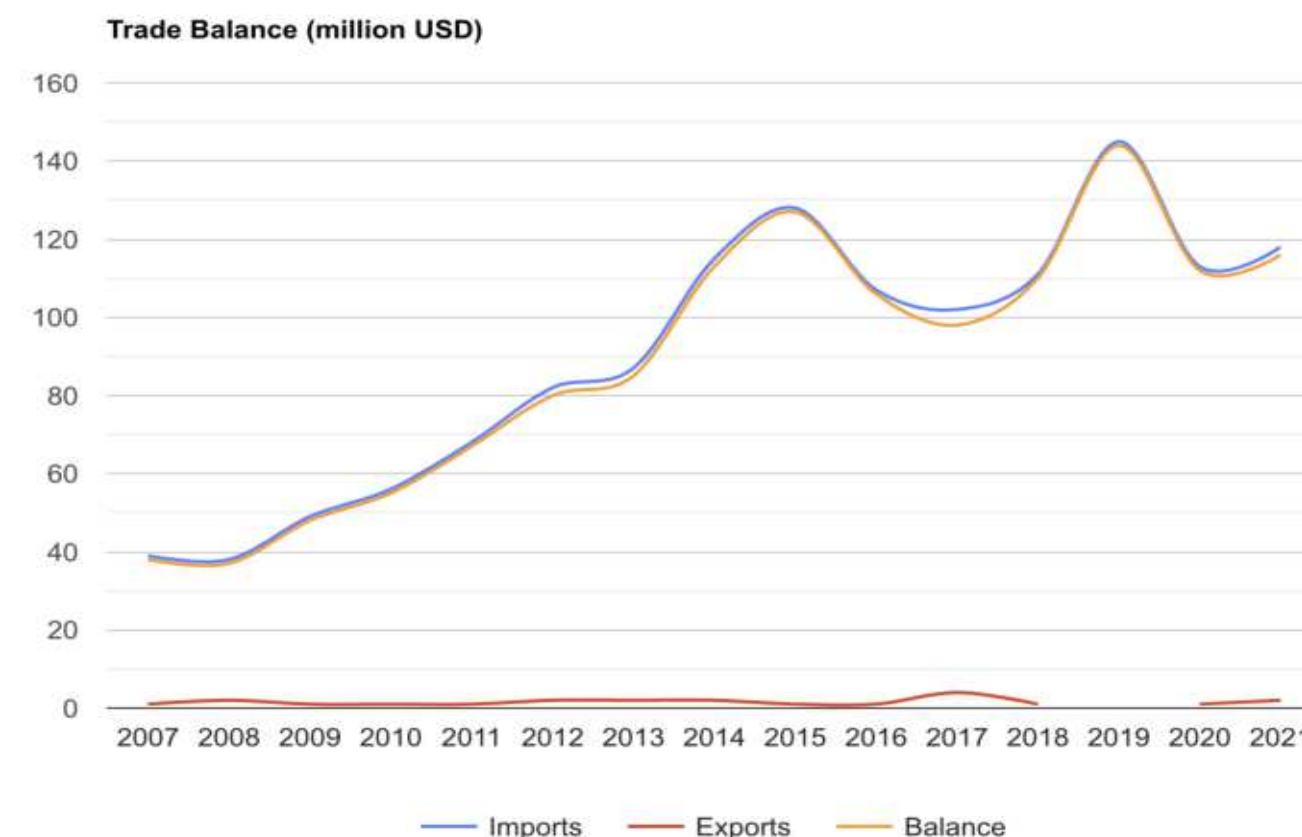
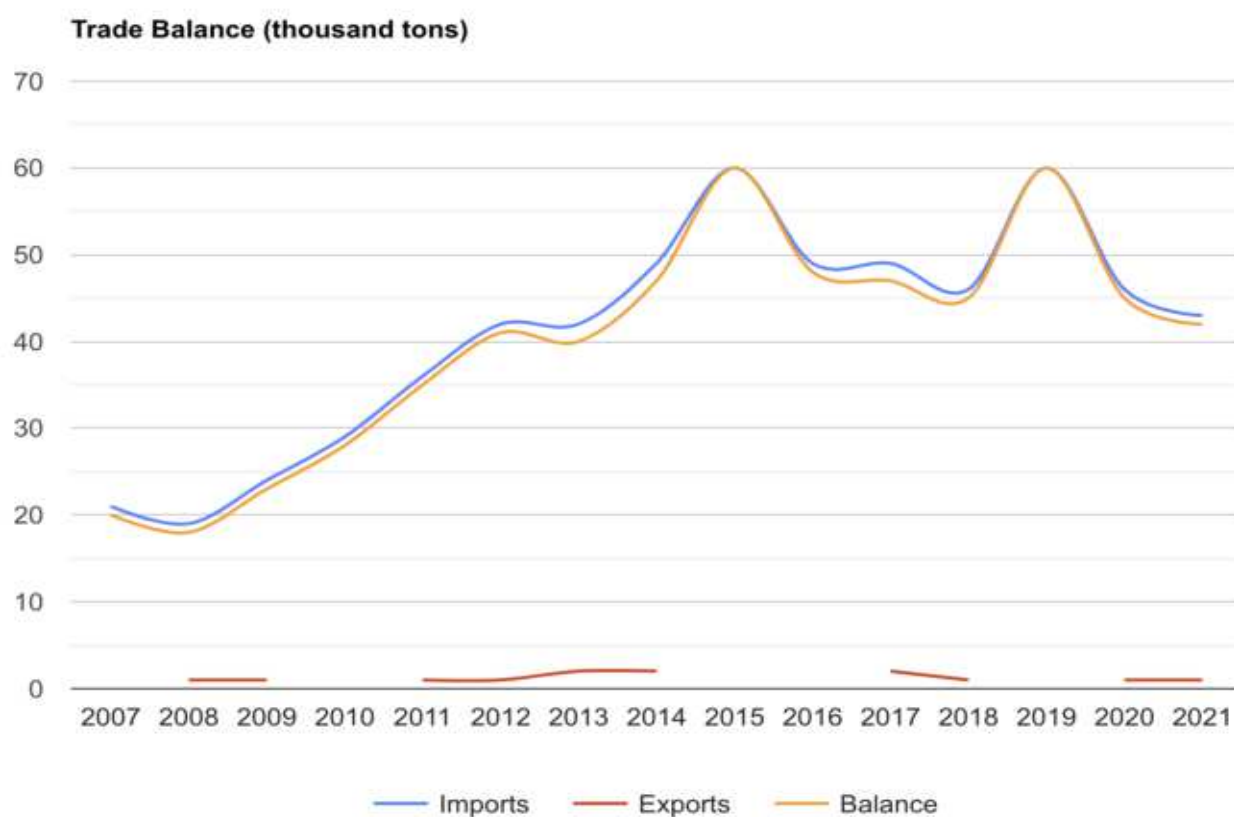
Best-Selling Wood Tableware product, as of 2021



Source: <https://app.indexbox.io/report/4419/682/>

Tableware Market - Ceramic

- ❖ Kingdom of Saudi Arabia's market for ceramic home goods increased marginally to \$114M in 2021, increasing by 3% from the previous year. With the exception of logistical expenses, retail marketing expenses, and retailer margins, which will be reflected in the ultimate consumer price, this number represents the combined revenues of manufacturers and importers. But overall, consumption increased significantly. The market reached record highs of \$143M during the time under consideration, although consumption stayed at a lower level from 2020 to 2021.
- ❖ Kingdom of Saudi Arabia continues to be a net importer of ceramic home goods; from 2007 to 2021, imports continuously outpaced exports in both volume and value terms. A substantial trade imbalance of 42K tons, or \$116M, was experienced in 2021. This actual trade imbalance demonstrates the market's continued reliance on imports, which is expected to endure for the foreseeable future.



Tableware Market - Ceramic

There are several varieties of ceramic dinnerware available in Saudi Arabia, and availability varies based on geography, local markets, and consumer preferences. Below are some of the most frequent varieties of ceramic dinnerware found in Saudi Arabia.

- **Traditional pottery** is an important element of Saudi Arabia's rich cultural history. Local artisans often create handcrafted **earthenware** products using traditional techniques. These products may be found at local markets, traditional artisan shops, and ceramic producing sites.
- **Bone china** dinnerware is available in a variety of places, particularly those that specialize in home goods, kitchenware, and premium dining supplies. These may include sets of bone china plates, bowls, cups, saucers, and other tableware pieces. The styles and patterns can change to suit various likes and preferences.
- **Porcelain tableware** can be available in various stores in Saudi Arabia, including department stores, kitchenware shops, and specialty stores that focus on home goods. These items may come in a variety of designs, patterns, and shapes to cater to different preferences and styles.



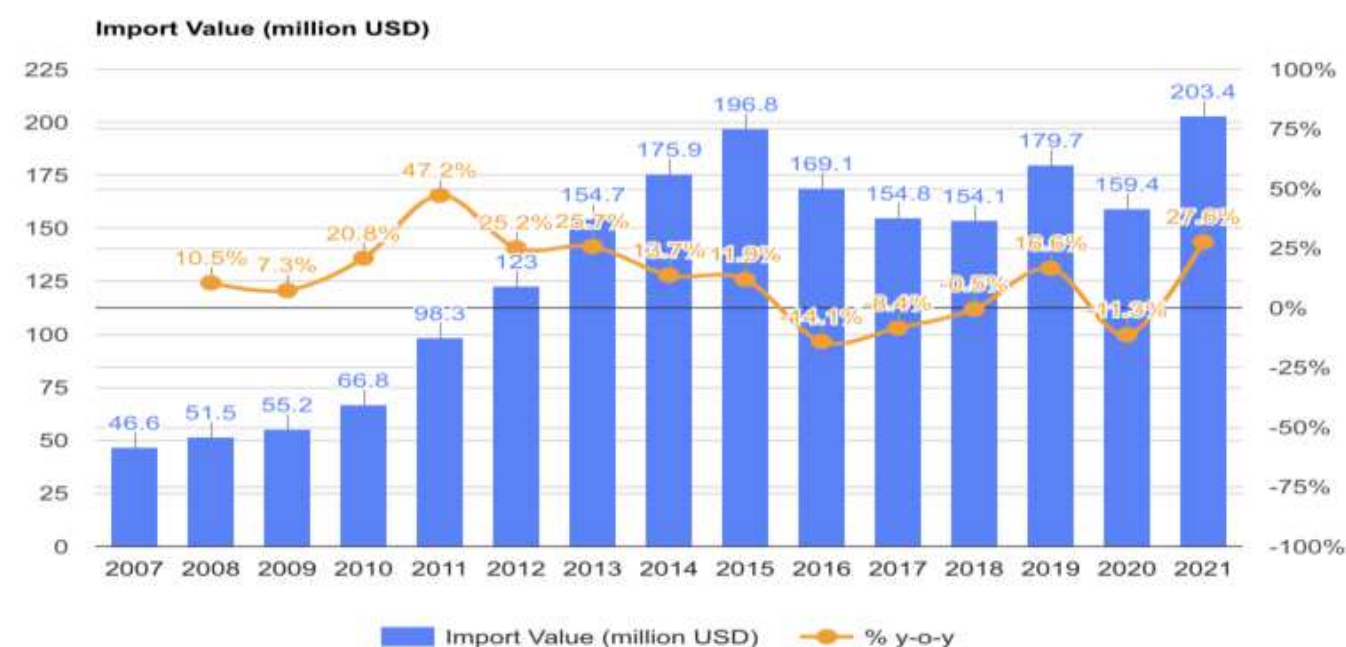
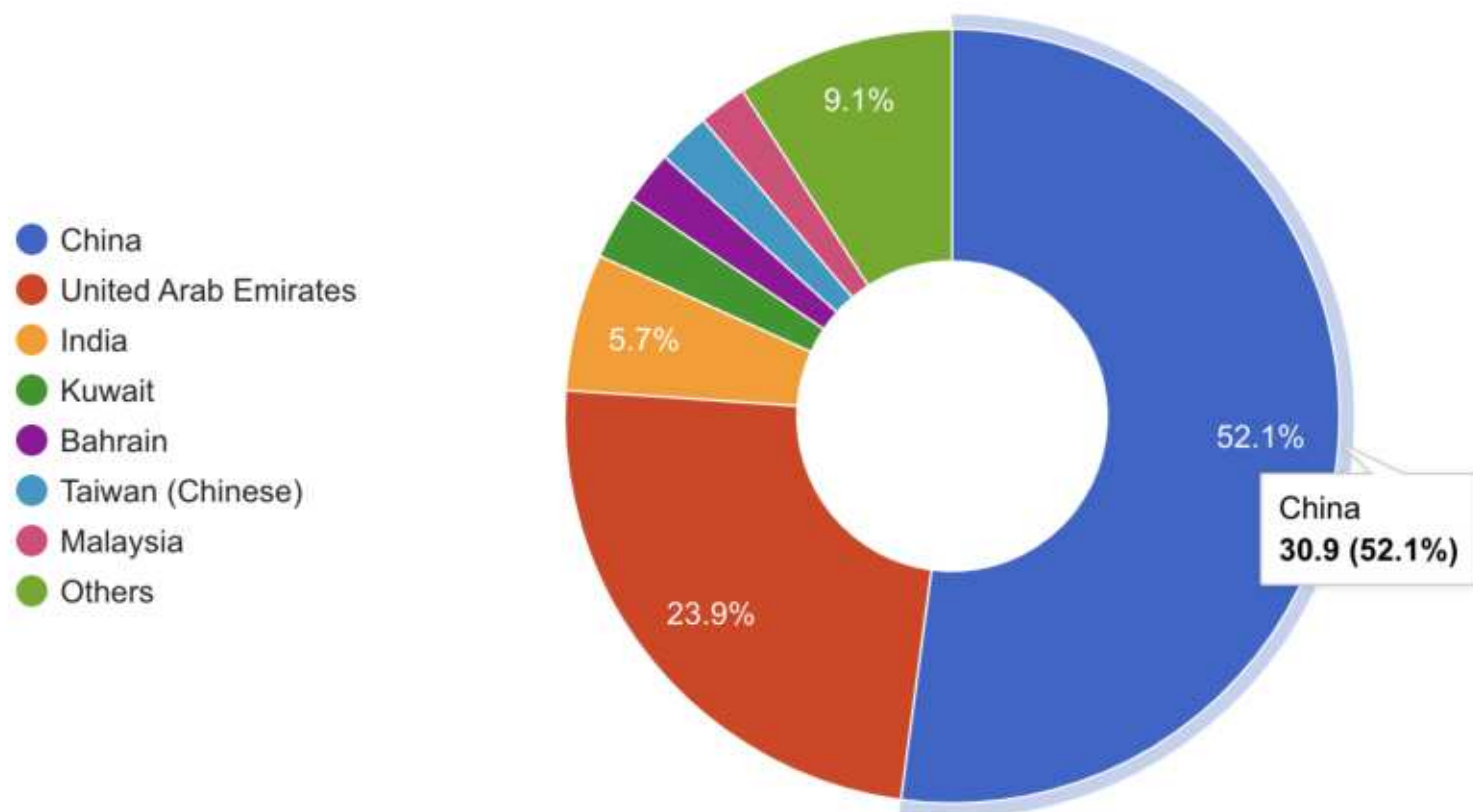
28Ceramics



Rak Porcelain

Tableware Market - Plastic

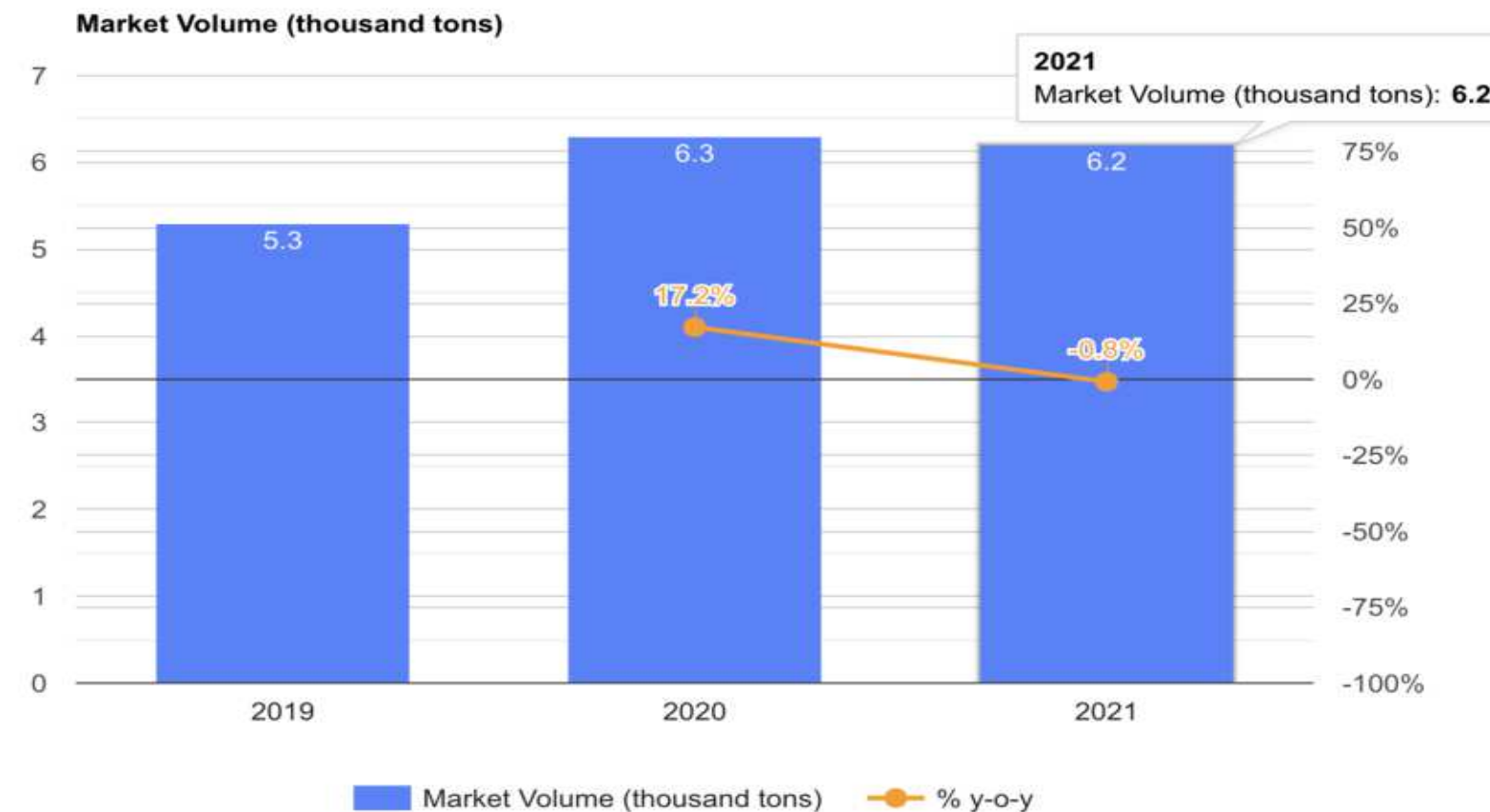
Import Volume (thousand tons)



- ❑ The sales value of plastic tableware and kitchenware in Kingdom of Saudi Arabia climbed for the third year in a row in 2021, rising by 22% to \$203M. Overall, consumption showed a striking increase. The usage of plastic cutlery and kitchenware reached its high in 2021 and is expected to gradually increase in the near future.
- ❑ About 59K tons of plastic cookware and tableware were imported into Kingdom of Saudi Arabia in 2021, an increase of 24% from the previous year's total. Imports overall continue to show notable rise. The year 2011 saw the highest growth rate, with imports rising by 30% over the previous year. Imports reached a peak of 72K tons in 2015; however, from 2016 to 2021, imports decreased slightly.
- ❑ China (31K tons) was Kingdom of Saudi Arabia's leading supplier of plastic tableware and kitchenware in 2021, making nearly 52% of all imports. Furthermore, imports of plastic tableware and kitchenware from China doubled those from the United Arab Emirates, the second-largest provider (14K tons). India (3.4K tons) finished third in this ranking, with a 5.7% share.

Tableware Market - Flatware

- Kingdom of Saudi Arabia's table flatware market reached \$31 million in 2021, a 3.5% rise from the previous year. The sum of the income from importers and producers is shown in this number. From 2019 through 2021, the market value climbed at an average yearly pace of +13.1%; nevertheless, the trend pattern showed that certain years had observable variations. The market peaked during the period under review in 2021 and is anticipated to rise further in the years to come.
- Table flatware output decreased dramatically in value terms to \$7.2M in 2021, according to export pricing estimates. Production was significantly reduced overall. Production peaked during the time under consideration at \$14M in 2020, and then it sharply decreased the following year.



Source: <https://app.indexbox.io/report/821510h821520h821591h821599/682/>

Tableware Market - Glassware

- In 2016, The GCC countries boast some of the highest per capita income levels and discretionary spending rates, alongside a significant transient expatriate population. These factors contribute to the region's appeal for all categories within the domestic glassware market.
- In the GCC region, a total of 165,470 tons of glassware products for domestic use were imported. Notably, Saudi Arabia and the UAE made up 40% and 48% of these imports, respectively. Both of these countries also have domestic production facilities, boasting a combined daily production capacity of 595 tons. Regional glassware manufacturers, namely **Mahmoud Saeed Glass** and **ARC International**, focus their efforts on the mid-end sub-segment of the market.
- In 2021, Saudi Arabia Glass Tableware Market experienced a decrease of -7.73% in the value of shipments compared to 2020, there was a -7.73% decline in the Saudi Arabia Glass Tableware Market's value shipments in 2021, but there was an increase of 3.54% in Compound Annual Growth Rate (CAGR) from 2017. It's worth noting that Saudi Arabia is becoming less competitive in the Glass Tableware Market, as indicated by the Herfindahl-Hirschman Index (HHI).
- The growth of the hospitality industry, encompassing restaurants, hotels, and cafes, plays a significant role in boosting the glass tableware market. Glass tableware is a crucial component of dining aesthetics in these establishments. The market benefits from the blend of functionality, aesthetics, and cultural influences, which collectively contribute to a favorable growth outlook for the glass tableware market in Saudi Arabia.

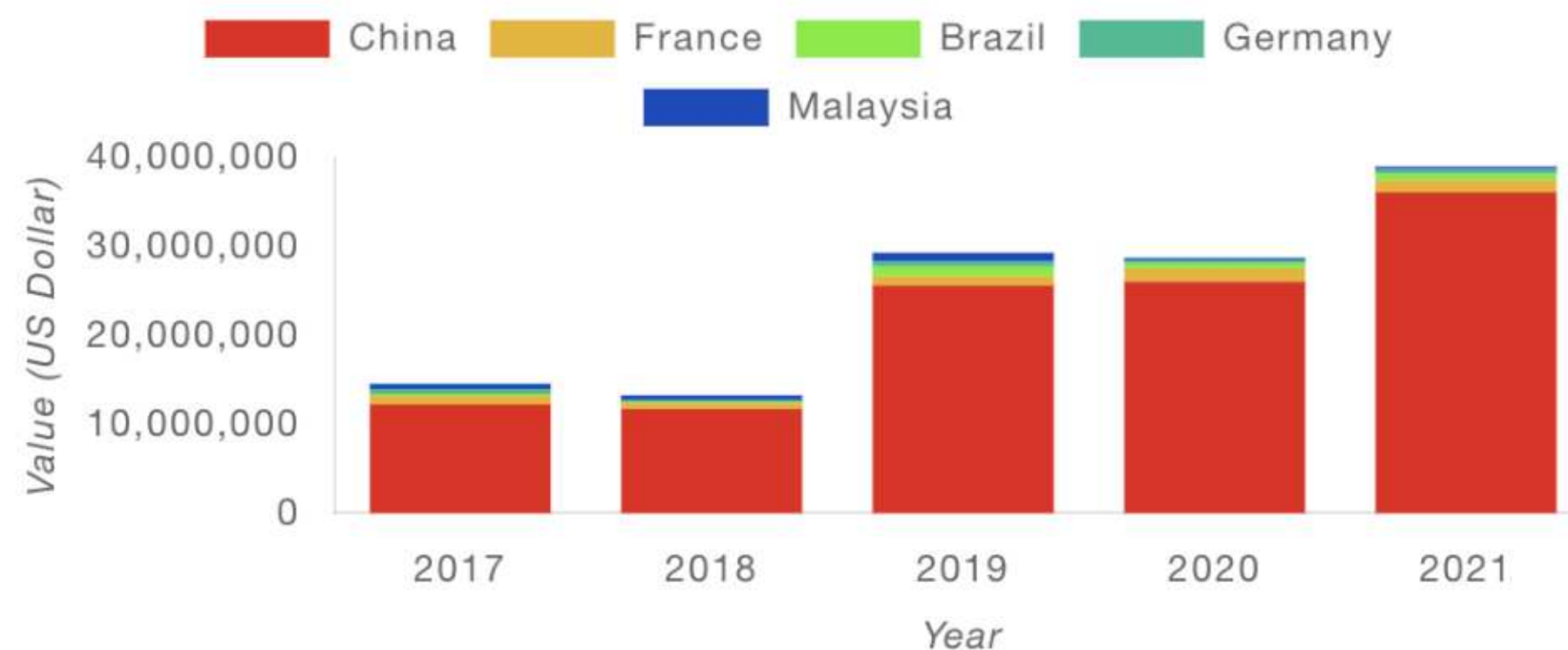
Source: <https://app.indexbox.io/report/821510h821520h821591h821599/682/>

Tableware Market - Glassware

Saudi Arabia has increasingly relied on imports to meet its growing demand in the Glass Tableware Market. This trend indicates a shift towards reducing the import dependence. The import factor in the Glass Tableware Market in 2021 was 5.31, which was slightly lower than the 5.33 recorded in 2017.

Notably, in 2021, the top players in the market included China, France, Brazil, Germany, and Malaysia. China led the way with the largest market share of 89.7% and a shipment value of 36.08 million USD. Additionally, China offered its products at prices below the market average, giving it a competitive advantage over other players. In 2017, China also had a significant market share of 33.31% with a shipment value of 12.2 million USD.

Market Share Evolution of Exporting Countries in between 2017 & 2021 Saudi Arabia Glass Tableware Market



Source: <https://www.6wresearch.com/industry-report/saudi-arabia-glass-tableware-market-outlook>

Tableware Market - Glassware

Some well-known local tableware companies in the Kingdom of Saudi Arabia

Company Name	Website	Contact Details
	www.msgi-sa.com	msglass@msgi-sa.com
	www.saudi-glass.com/	sagco@sagco.net
	www.arc-meai.com	Aime.hr@arc-intl.com

Tableware Market – Locally produced vs International Brands

Saudi tableware items have a larger market share in Kingdom of Saudi Arabia than foreign tableware products. According to a Saudi Industrial Development Fund estimate, the Saudi tableware market is valued over \$2 billion, with domestically made tableware accounting for roughly 70% of the market.

This is due to a variety of factors, including the cheaper price of Saudi locally manufactured tableware, the availability of Saudi locally made tableware, and the Saudi government's backing for the local tableware business.

However, foreign dinnerware brands remain popular in Kingdom of Saudi Arabia, accounting for around 30% of the market. IKEA, Luminarc, and Corelle are among the most popular foreign dinnerware brands in Kingdom of Saudi Arabia.



Tableware Market – Household Goods Spending

During 2020 and 2021, there has been a noticeable rise in annual household goods expenditure. In 2020, Saudi consumers spent 1.22 billion euros, while in 2021, this spending increased to 1.32 billion euros specifically on glass, tableware, and utensil products.

HOUSEHOLD GOODS SPENDING (SAUDI ARABIA 2020-2026)														
Indicator	2020e	2021e	2022f	2023f	2024f	2025f	2026f							
Household goods spending, SARbn	52.95	€ 13.22	59.75	€ 14.91	62.01	€ 15.47	63.76	€ 15.85	65.88	€ 16.45	68.23	€ 17.03	70.45	€ 17.58
Furniture and furnishings spending, SARbn	23.01	€ 5.74	25.80	€ 6.43	26.55	€ 6.62	27.16	€ 6.77	27.89	€ 6.96	28.65	€ 7.15	29.40	€ 7.33
Household textiles spending, SARbn	3.82	€ 953	4.28	€ 1.06	4.41	€ 1.10	4.51	€ 1.12	4.63	€ 1.15	4.75	€ 1.18	4.88	€ 1.21
Household appliances spending, SARbn	6.83	€ 1.70	7.68	€ 1.91	7.91	€ 1.97	8.09	€ 2.01	8.32	€ 2.07	8.55	€ 2.13	8.78	€ 2.19
Glass, tableware and utensils spending, SARbn	4.91	€ 1.22	5.32	€ 1.32	5.43	€ 1.35	5.52	€ 1.35	5.63	€ 1.40	5.75	€ 1.43	5.86	€ 1.46
Home & garden tools/equipment spending, SARbn	2.18	€ 543	2.36	€ 588	2.41	€ 601	2.44	€ 1.38	2.49	€ 621	2.54	€ 633	2.59	€ 646
AV, camera and computer spending, SARbn	8.96	€ 2.23	10.48	€ 2.61	11.21	€ 2.79	11.74	€ 2.93	12.39	€ 3.09	13.18	€ 3.28	13.86	€ 3.45
Toys, sports, gardens and pets spending, SARbn	3.25	€ 811	3.82	€ 953	4.09	€ 1.02	4.29	€ 1.07	4.53	€ 1.13	4.82	€ 1.07	5.08	€ 1.447
Household goods spending, SAR % y-o-y	-3.63		12.84		3.79		2.82		3.33		3.57		3.24	
Furniture and furnishings spending, SAR % y-o-y	-3.62		12.15		2.90		2.28		2.71		2.71		2.64	
Household textiles spending, SAR % y-o-y	-3.60		12.07		2.89		2.27		2.69		2.70		2.62	
Household appliances spending, SAR % y-o-y	-3.71		12.45		2.97		2.33		2.76		2.77		2.69	
Glass, tableware and utensils spending, SAR % y-o-y	-2.56		8.48		2.09		1.66		1.98		2.00		1.96	
Home & garden tools/equipment spending, SAR % y-o-y	-2.48		8.21		2.03		1.61		1.92		1.94		1.90	
AV, camera and computer spending, SAR % y-o-y	-4.19		17.03		6.96		4.74		5.50		6.36		5.20	
Toys, sports, gardens and pets spending, SAR % y-o-y	-4.31		17.52		7.13		4.84		5.62		6.50		5.30	
Household goods spending, USDbn	14.12		15.93		16.54		17.00		17.57		18.20		18.79	
Household goods spending, SAR per household	9,558.98		10,642.16		10,906.96		11,082.28		11,323.75		11,604.35		11,859.39	
Household goods spending, SAR per capita	1,520.98		1,690.64		1,729.96		1,754.98		1,790.38		1,831.85		1,869.16	

e/f = Fitch Solutions estimate/forecast. Source: Saudi Arabia Central Department of Statistics and Information, Fitch Solutions

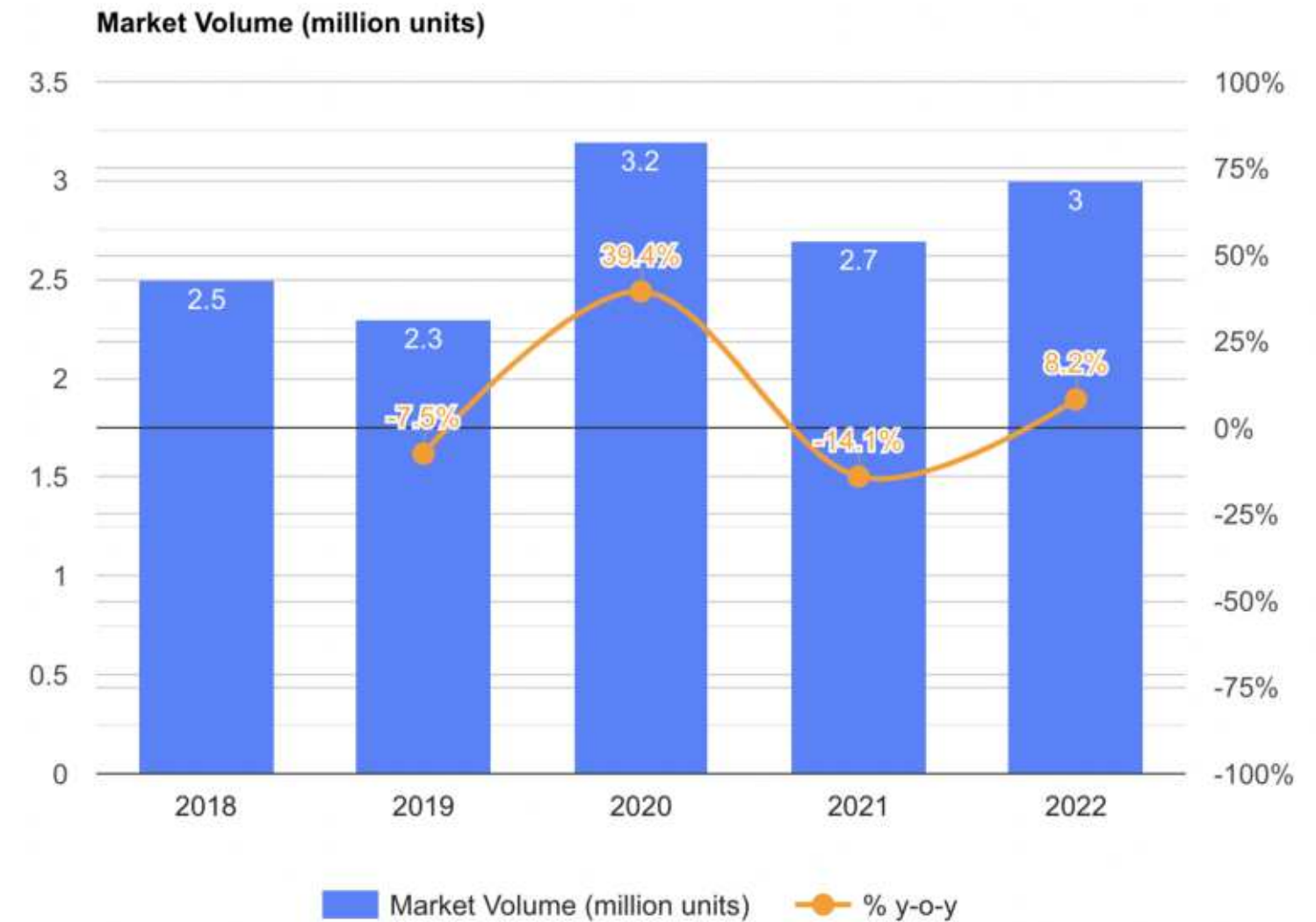
Tableware Market – Table Knives



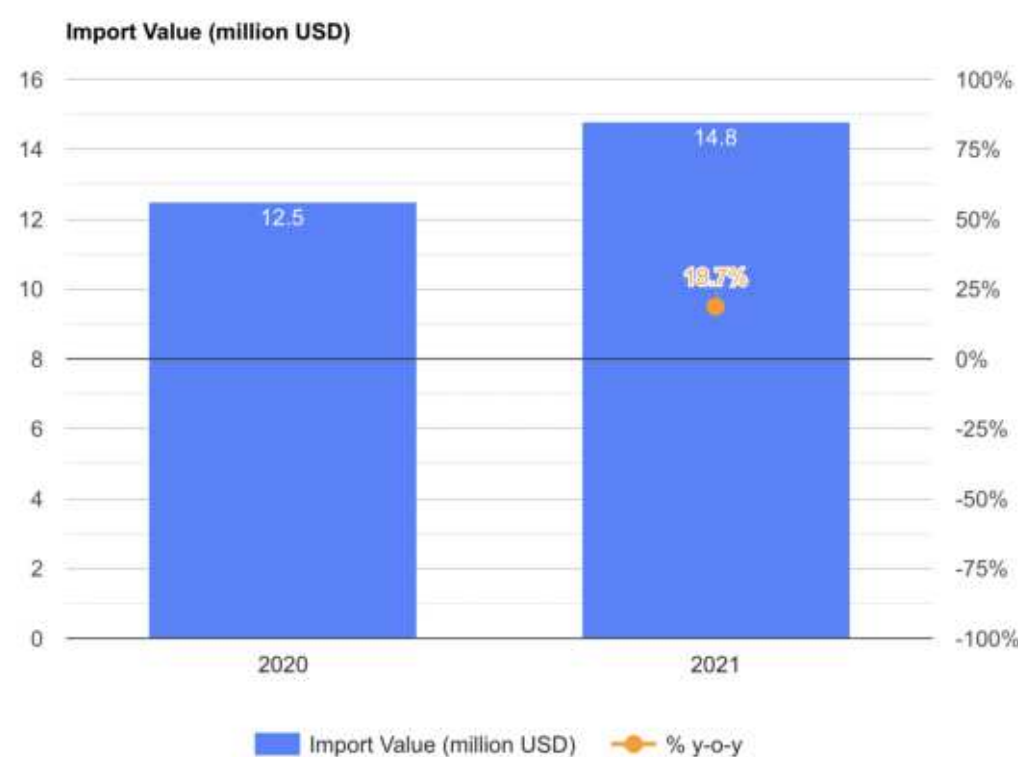
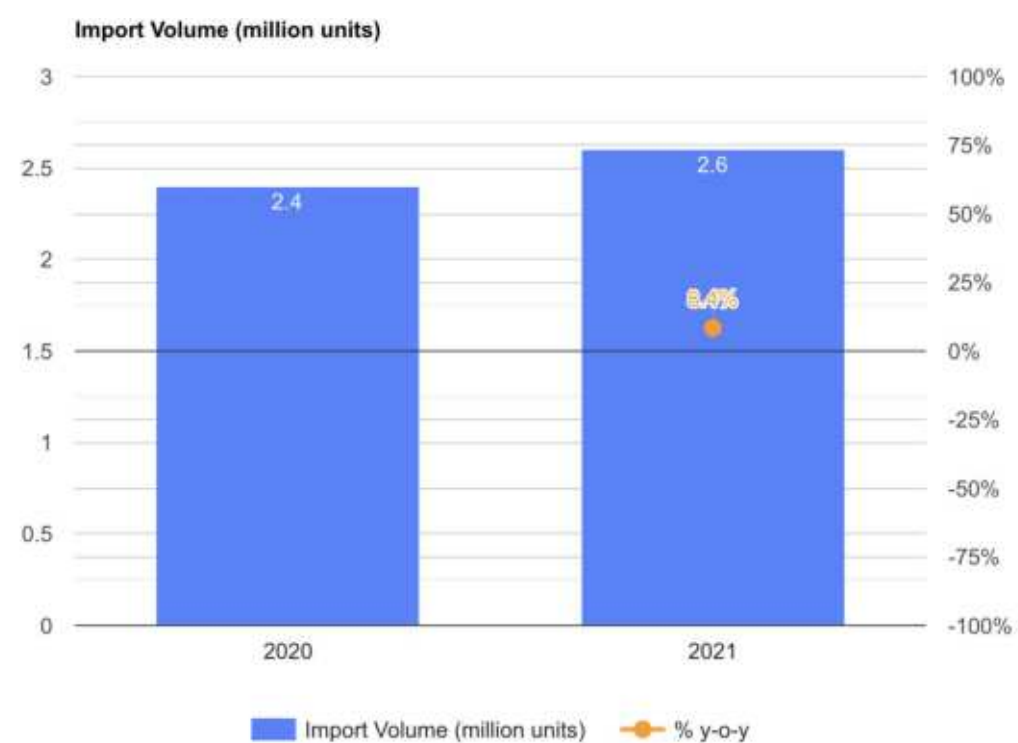
- ❑ The Saudi table knife market experienced remarkable growth, reaching \$4.9 million in 2022, marking a 5.1% increase from the previous year. This figure accounts for the total revenues generated by producers and importers, excluding logistics costs, retail marketing costs, and retailers' margins, which are incorporated into the final consumer price.
- ❑ From 2018 to 2022, the market value saw an average annual growth rate of +2.7%, maintaining a consistent trend with minor fluctuations observed in specific years. The consumption peaked at \$5.1 million, showing a somewhat lower figure in growth from 2021 to 2022.
- ❑ In terms of production value, table knife manufacturing reached \$4.8 million in 2022, estimated in export price. Over the same period from 2018 to 2022, the total output value demonstrated an average annual growth rate of +2.1%, also showcasing a consistent trend with minor variations. The most significant growth was observed in 2020, with a notable increase of 20%, reaching the peak production level of \$5 million. However, from 2021 to 2022, production growth remained at a lower figure.

Tableware Market – Table Knives

- In 2022, the quantity of table knives consumed in Saudi Arabia totaled 3 million units, exhibiting an 8.2% increase compared to the previous year. The total consumption volume demonstrated an average annual growth rate of +4.6% from 2018 to 2022, although with some notable fluctuations in specific years. Consequently, consumption peaked at 3.2 million units. However, the growth trajectory from 2021 to 2022 failed to regain momentum.
- The value of the table knife market in Saudi Arabia surged to \$4.9 million in 2022, marking a 5.1% increase from the previous year. This value encompasses the combined revenues of producers and importers, excluding additional costs like logistics, retail marketing, and retailers' margins, which will be integrated into the final consumer price. Over the period from 2018 to 2022, the market value experienced an average annual growth rate of +2.7%, displaying a relatively stable trend despite some noticeable fluctuations in certain years. Consequently, the market reached its peak level at \$5.1 million, although the growth rate from 2021 to 2022 remained somewhat lower.



Tableware Market – Imports of Cutlery



□ In 2021, Saudi Arabia imported 2.6 million units of cutlery sets containing various items (such as spoons, forks, ladles, skimmers, cake-servers, fish-knives, butter knives, sugar tongs, and similar articles) that were not plated with precious metals. This import volume marked an increase of 8.4% from the previous year. Over the period from 2020 to 2021, the total import volume showed an average annual growth rate of +8.4%. Although there were some noticeable fluctuations in certain years, the overall trend pattern remained relatively stable. The import figures reached their peak in 2021 and are expected to continue growing in the immediate future.

□ Regarding the import value, the total worth of these imported cutlery sets reached \$15 million in 2021. The import value increased at an average annual rate of +18.7% from 2020 to 2021. Similar to the import volume trend, there were minor fluctuations observed in certain years, but the overall pattern remained consistent. The import values reached their peak in 2021 and are anticipated to continue growing in the short term.

Market Drivers



- The growth of the market in Kingdom of Saudi Arabia is being driven by the hospitality sector, which benefits from a thriving tourism industry attracting both leisure and business travelers from all over the world. The government's initiatives, like the privatization plan under Vision 2030, are also encouraging investments in the sector, leading to the construction and renovation of numerous hotels and restaurants. The country plans to open **315,000** new hotel rooms by 2030. The enhancements, with an estimated development cost of **\$37.8 billion**, will result in almost 450,000 keys, with Neom heading the supply pipeline.
- Urban residents in Kingdom of Saudi Arabia are experiencing higher disposable incomes and increased purchasing power, particularly in lifestyle-related products, including kitchen articles and tableware items. This trend has contributed to a boost in revenue for manufacturers operating in this space.
- Additionally, the influx of foreign tourists has positively influenced the per capita expenditure on luxury goods, such as expensive China dinner sets and luxurious cutlery sets made from stainless steel. They also have a goal to triple annual passenger traffic to **330 million by 2030** and increase the number of destinations from 99 to 250, with **\$100 billion** in government and private sector investment that could drive the growth of tableware market in the Kingdom.

Market Drivers



The development of attractive and aesthetically pleasing tableware is another driver for the industry. Consumers are increasingly interested in tableware that enhances their dining experience and complements their personal style



The demand for sustainable tableware options is also increasing globally. This may be due to the growing concern for the environment and the need for eco-friendly alternatives to plastic and other non-biodegradable materials.



Conservia of Ecodyne Tableware caters palm leaf plates bulk orders in Saudi Arabia.

Website:

www.ecodynetableware.com/

Consumer Behavior

Kingdom of Saudi Arabia customers place priority on a variety of aspects, including price, quality, and design, when it comes to dinnerware.

- Many people base their purchasing decisions mostly on price, choosing mid-range goods that provide good value for their money.
- There is also a rising market for high-end goods with exceptional quality and distinctive designs.
- Consumers in Kingdom of Saudi Arabia typically favor traditional designs with elaborate patterns and vivid colors.
- An increasing trend, meanwhile, is toward contemporary, minimalist designs that are chic and fashionable.
- Consumers are willing to spend more for things that are strong and long-lasting, therefore quality is another crucial element.



Trends in Tableware



One of the latest trends in tableware design is the use of geometric shapes and patterns. These designs are often inspired by traditional Islamic art and architecture, and they add a modern touch to table settings.



Another trend in tableware materials is the use of sustainable and eco-friendly materials, such as bamboo and recycled glass. This reflects the growing concern for the environment and sustainability among consumers.



In terms of functionality, multi-purpose tableware is becoming increasingly popular in Kingdom of Saudi Arabia. For example, plates that can be used both as serving dishes and baking dishes are gaining popularity.



Additionally, tableware that can be easily stacked and stored is also in high demand, as space-saving solutions are important in many households.

Whether opting for a four-piece complete set or choosing from collections available in 18, 33, or 67 pieces, consumers have the choice. This preference is illustrated in slides 58, 61, and 66. Typically, consumers lean towards purchasing sets rather than individual pieces, ensuring a fully coordinated and matching design across their tableware.

For instance, plates with partitions offer dual functionality - they serve as both large plates or bowls suitable for cooking/baking and can double as serving dishes (2 in 1). The uniquely designed plates, as shown in the picture, can be utilized for appetizers, desserts, snacks, and various other purposes

Market Segmentation



Market segmentation is an important aspect of understanding the tableware market in Kingdom of Saudi Arabia. Demographics, psychographics, and behavior are three key factors that companies need to consider when targeting different segments. For example, younger consumers may be more interested in trendy and fashionable designs, while older consumers may prioritize durability and functionality.

Psychographic factors such as lifestyle and values can also influence consumer behavior. For instance, some consumers may prefer environmentally friendly products, while others may prioritize convenience and ease of use. By understanding these different segments, companies can tailor their marketing strategies and product offerings to better meet the needs and preferences of their target audience.

Market Segmentation – Distribution Channel

The Saudi tableware market is divided into several distribution channels, each with its own set of advantages and disadvantages. Consumers have the option of selecting the distribution channel that best matches their demands and budget.

- **Supermarkets and hypermarkets:** These are the most important distribution channels for tableware in Kingdom of Saudi Arabia, accounting for more than half of the market. Supermarkets and hypermarkets provide a broad variety of dinnerware goods at reasonable rates, making them a popular choice among customers.
- **Specialty retailers:** Account for around 20% of the Saudi dinnerware market. These shops provide a broader selection of high-quality dinnerware than supermarkets and hypermarkets, but they are also more expensive.
- **Wholesalers:** Wholesalers offer dinnerware at a reduced price to retailers. This channel accounts for around 15% of the Saudi tableware market share.
- **Online/ E-Commerce:** Sales of dinnerware goods online are becoming increasingly popular in Kingdom of Saudi Arabia. This distribution route accounts for around 10% of the market.

Department stores, home décor stores, and traditional marketplaces are some of the other distribution outlets for tableware goods in Kingdom of Saudi Arabia. These channels account for around 5% of the market.

Distribution Channel Key Trends

- ✓ **Growing popularity of online sales:** As more customers buy online, online sales of dinnerware goods are becoming more popular in Kingdom of Saudi Arabia. This is owing to the ease and low cost of internet buying.
- ✓ **International retailers' presence is growing:** International retailers are extending their presence in Kingdom of Saudi Arabia. This provides customers in the Kingdom of Saudi Arabia wider variety.
- ✓ **Rising need for premium tableware goods:** As more people are ready to pay more on high-quality items, there is a rising demand for premium tableware products in Kingdom of Saudi Arabia. Factors such as increased disposable income and urbanization are driving this trend.

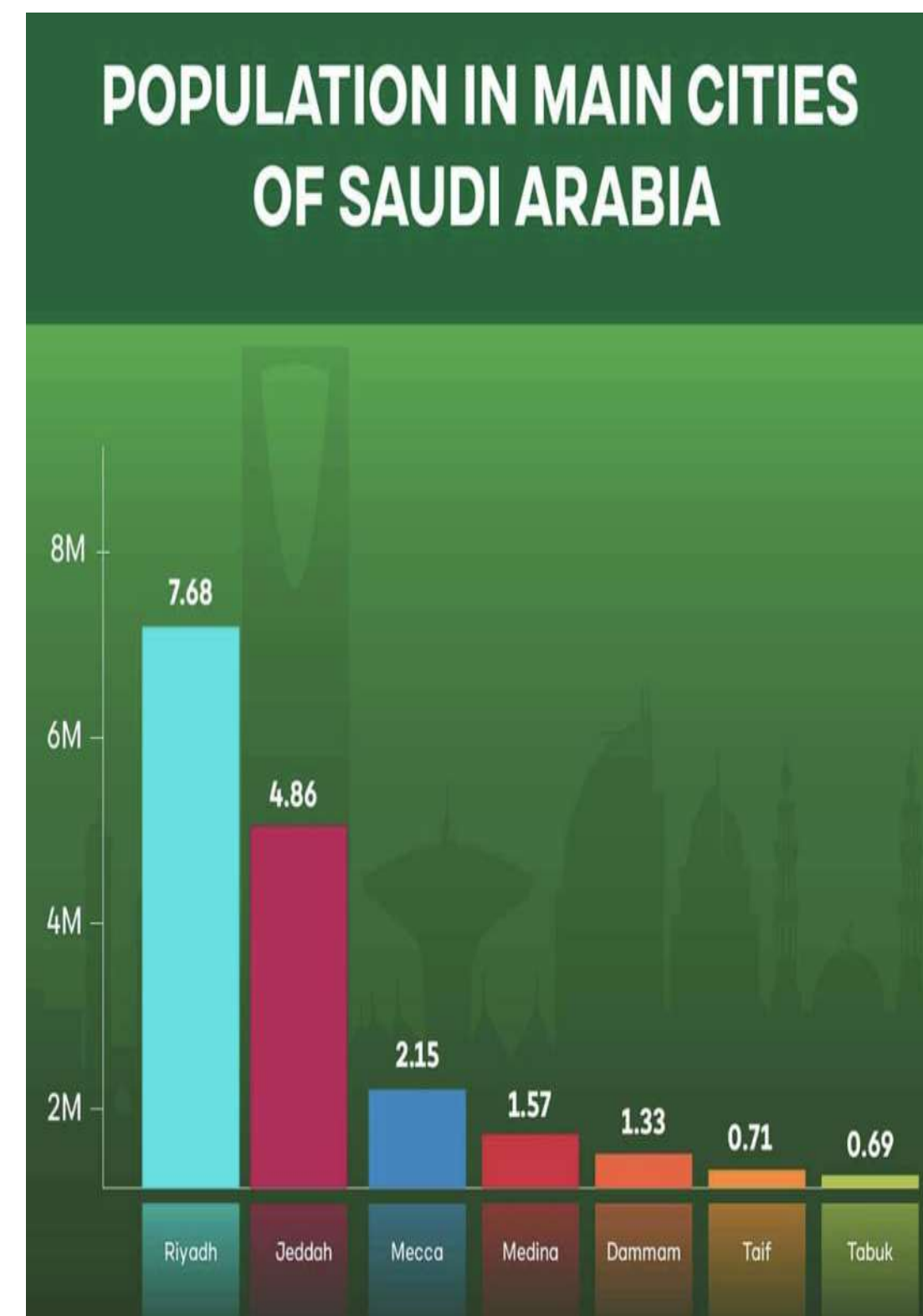
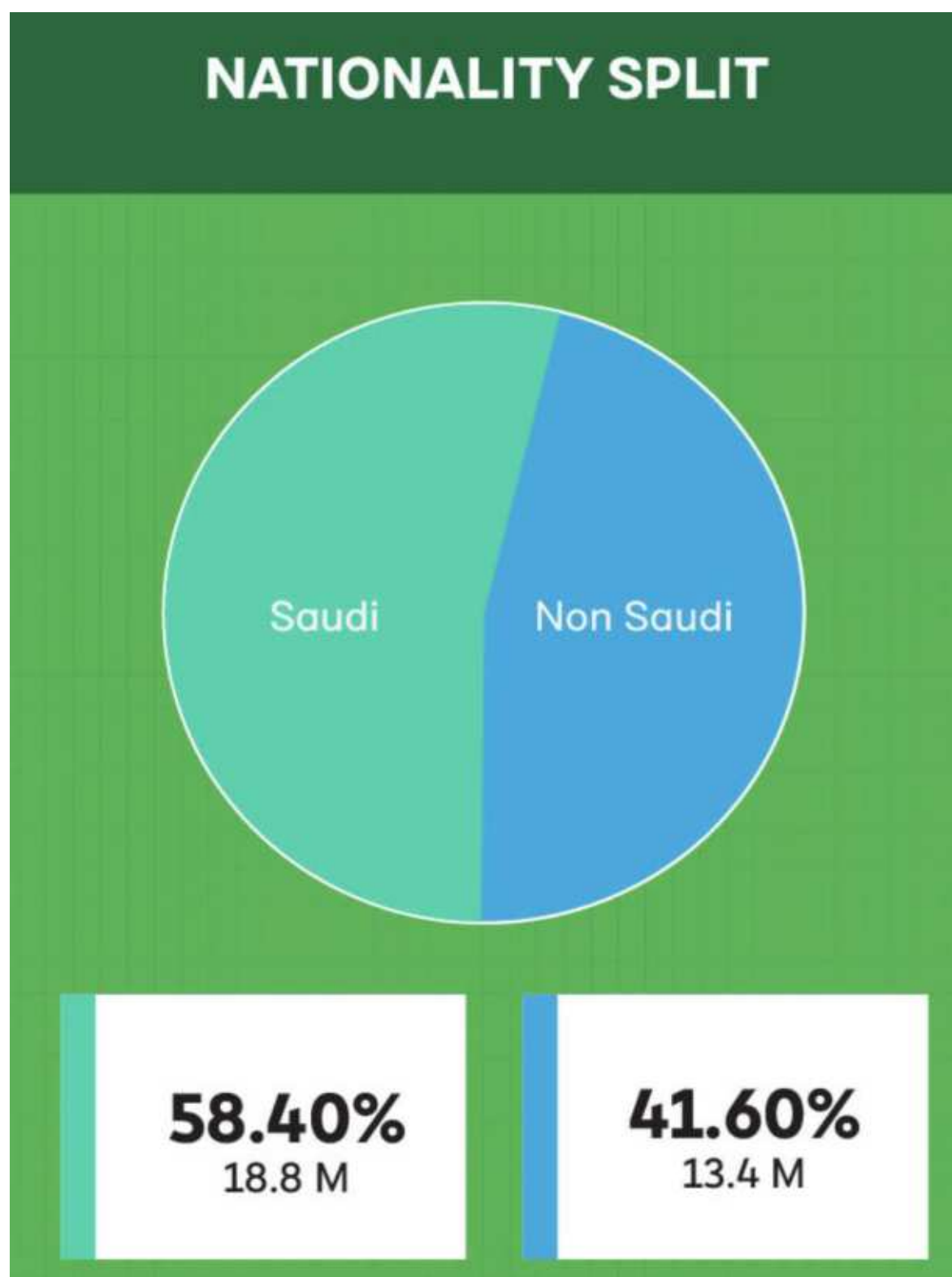
Kingdom of Saudi Arabia Consumers' Perception in French Products

French tableware products are well-liked by Saudi consumers. French dinnerware is regarded as high-quality, fashionable, and opulent. This favorable opinion stems from a variety of elements, including French items' high quality, trendy designs, and luxury image.

Few more insights concerning Saudi buyers' perceptions of French tableware:

- ❖ Customers in Kingdom of Saudi Arabia are ready to pay a premium for French dinnerware products. This is owing to French items' excellent quality and luxurious image.
- ❖ French dinnerware that is both elegant and useful is appealing to Saudi shoppers. They are seeking for things that can be utilized for both everyday and special occasion eating.
- ❖ Saudi consumers are becoming more interested in environmentally friendly dinnerware. They are seeking for items composed of ecologically friendly components and created in a sustainable manner.

Market Segmentation - Demographic



Source: Global Media Insight Kingdom of Saudi Arabia Statistics 2022

Market Segmentation - Psychographic

Kingdom of Saudi Arabia's consumer psychographic segmentation is categorized according to the quality they perceive and their lifestyles. Several studies have shown that the below consumer behavior is frequently seen in Kingdom of Saudi Arabian's consumers.

- Arabs exhibit a strong inclination towards **brand awareness**. Numerous Arabs have encountered an influx of substandard goods from nations like China and others, spanning a period of roughly twenty years. In this context, brands serve as a straightforward means to reassure consumers of a product's superior quality.
- Usually, a brand or a specific product that **holds a status symbol** must be present and well-rooted in the Arab market before it gains such recognition. Numerous luxury items and brands that signify prestige in other nations might not have attained a significant enough presence in certain Arab markets to carry the same status.
- The Middle East holds a well-known saying: "Eat what pleases you but wear what pleases others." This saying reflects the significant **emphasis on one's image**. While declining food prepared for you might be considered impolite or embarrassing in certain cultures, in contrast, wearing something that doesn't align with others' expectations is seen as more shameful in public. This underscores the strong emphasis on maintaining a favorable image in Arab culture.
- **Religion** holds immense significance in the majority of Middle Eastern nations. It's noteworthy that numerous stores cease their operations during prayer times, and local vendors often play verses from holy books within their establishments. This reflects the profound integration of religious practices and values into the daily commercial landscape of the region.

4

Competitive Landscape

International Tableware Brands in Kingdom of Saudi Arabia

The tableware market in Kingdom of Saudi Arabia is highly competitive, with few major players dominating the industry, with both local and international players vying for market share.

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<https://www.pordamsa.com/>

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FIGGJO
NORWAY

<https://www.figgjo.com/>

Marie Daage

<http://www.mariedaage.com/en>

W
Handmade in Italy

<https://www.ivvnet.it/en>

PAMPA BAY
CHARM - STYLE - ARGENTINA

<https://pampabay.com/>

NASONMORETTI
murano

<https://www.nasonmoretti.com/>

sambonet

<https://www.sambonet.com/en>

Rosenthal

<https://hotel.rosenthal.de/en>

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<https://www.28ceramics.com/>

Some of the French Tableware Brands in Kingdom of Saudi Arabia



Website: <https://renarteksa.com/>

Available in: Renarte KSA online platform and their Physical showroom in Dubai, UAE and Doha, Qatar



Website: <https://www.emilehenry.com/en/>

Available in: (Aan Al Awan) Tavola Riyadh, Kingdom of Saudi Arabia (Prince Sultan Bin Abdulaziz Rd, Al Ola Riyadh)

Price Range of Tableware in Kingdom of Saudi Arabia

WEDGWOOD
EST. IN ENGLAND 1759



WEDGWOOD
Hibiscus Teapot

SAR 1,350

EUR 338.45



WEDGWOOD
Hibiscus Creamer

SAR 500

EUR 125.35



WEDGWOOD
Hibiscus Teacup and Saucer

SAR 450

EUR 112.82



WEDGWOOD
Hibiscus Covered Sugar Box

SAR 675

EUR 169.23



WEDGWOOD
Renaissance China 35 Oval Dish

SAR 1,050

EUR 263.24



WEDGWOOD
Renaissance Gold 27 Plate

SAR 300

EUR 75.21



WEDGWOOD
Renaissance Gold 20 Plate

SAR 275

EUR 68.94



WEDGWOOD
Renaissance Gold 23 Soup Plate

SAR 300

EUR 75.21

Price Range of Tableware in Kingdom of Saudi Arabia



Large Bowl
363.00 SR

EUR 91



Footed Bowl
454.00 SR

EUR 113.82



Shallow Bowl
648.00 SR

EUR 162.46



Large Salad Bowl
389.00 SR

EUR 97.52



2 Section Bowl
259.00 SR

EUR 64.93



Set of 3 Cheese Knives
162.00 SR

EUR 40.61

Price Range of Tableware in Kingdom of Saudi Arabia

NASONMORETTI
murano



Le Coppe Charme Small Bowl Blue
837.00 SR

EUR 209.84



Le Coppe Charme Small Bowl
Brown
837.00 SR

EUR 209.84



Le Coppe Charme Small Bowl
Amber
837.00 SR

EUR 209.84



Dogale Water Glass (Set of 6)
3,600.00 SR

EUR 902.54



Dogale Small Bowl (Set of 6)
3,600.00 SR

EUR 902.54



92/18 Large Bowl
2,197.00 SR

EUR 550.80

Price Range of Tableware in Kingdom of Saudi Arabia

sambonet



Sambonet Bloom Cutlery, Set of 24

SAR 835.00

EUR 209.34



Sambonet Rock Cutlery, Set of 24

SAR 575.00

EUR 144.16



Sambonet Velvet Cutlery, Set of 30

SAR 875.00

EUR 219.37



Sambonet Oriental Party Fork 6pcs

Stainless Steel

SAR 145.00

EUR 36.35



Sambonet Portafortuna Party Fork 6pcs

Stainless Steel

SAR 145.00

EUR 36.35



Living Portafortuna Party Spoons Set

6pc

SAR 165.00

EUR 41.37

5

Distribution Channels

Distribution Channels

Tableware companies in Kingdom of Saudi Arabia use a variety of distribution channels to reach their customers.

❖ **Retail stores** are the most common channel, with major retailers like Home Centre and IKEA offering a wide range of tableware products.

Retail stores offer a physical presence where customers can see and touch the products before making a purchase. This can be a significant advantage for companies that offer high-end or luxury products. However, retail stores also have higher overhead costs and may require significant investment in marketing and advertising to drive foot traffic.

❖ **Online marketplaces** like Souq.com also play an important role in the distribution of tableware. Each channel has its advantages and disadvantages that must be considered by companies when deciding how to distribute their products.

Online marketplaces offer a wider reach and lower overhead costs but may lack the personal touch that retail stores can provide.



Distribution Channels

- ❖ **Specialty stores** often offer a wide range of options, including different materials, styles, and designs of tableware products. It can be found in various places such as department stores, malls and shopping centres, and local artisan markets. *Specialty stores offer a targeted audience that is interested in specific types of tableware products but may have limited reach compared to other channels. Online store allow customers access to a wide range of tableware products from different manufacturers and is more convenient towards them.*
- ❖ **HORECA** This sector (Hotels, Restaurants, and Catering) is a significant market for tableware products. HORECA establishments, ranging from hotels and restaurants to catering services, have specific requirements for tableware that align with their style, theme, and operational needs. *Connecting with industry-specific suppliers, attending relevant trade events, and exploring online platforms can be valuable avenues to explore for businesses who wish to tap HORECA distribution channels in Saudi Arabia. The choice of tableware in the HORECA sector often emphasizes both functionality and aesthetic appeal to create a positive and memorable dining experience for customers.*



Distribution Channels – HORECA Distributor



For years, we serve the hospitality industry, and we truly rely on hospitality supplies. Keeping this expertise, we have been distributing an intriguing range of comprehensive products needed for the hospitality industry. We always want to flourish and never limit ourself by sticking on to any particular product. Rather we spread our munificence in creating extraordinary relationship with our most valued clients by supplying almost all exhaustive product range needed for the hospitality industry.



<https://renarteksa.com/>



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MASA
FURNITURE TESSILI

Gt.
GARNIER-THIEBAUT

Distribution Channels – HORECA Distributor



Established in year 1997, **HEC (Hotel Equipment Company)** is one of the leading hospitality equipment company supplying the major Lebanese and Middle East projects with Furniture, Tableware, Kitchenware & Hotel Amenities.



<https://www.hec-ksa.com/website/hec-ksa/>



+966 (012) 663-7432
+966 536 640 707 (Jeddah Office)



info@hec-ksa.com

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Distribution Channels – Distributor



Founded in 1967, we are the Middle East's leading distributor of luxury bathroom products, high-quality tiles, superior hospitality equipment, beautifully designed tableware, gift items, and home accessories. At SARA Group, we strive to create exceptional spaces by providing unique lifestyle products and solutions that enable our clients to fulfill their functional, design, and quality aspirations.



<https://www.saragroup.com/>



+966 (012) 663-7432
+966 536 640 707 (Jeddah Office)



sara.support@saragroup.com



Distribution Channels – Distributor

TAVOLA

Aan Al Awan holds the brand Tavola and is the operator of www.tavolashop.com, in six GCC countries (UAE, KSA, Kuwait, Oman, Qatar, and Bahrain). To find out the exact location of the brick-and-mortar shops, please visit this page (<https://www.tavolashop.com/ae-en/store-locator/>).



<https://www.tavolashop.com/a-en/>



+966 1 2263 5080



customercare.ksa@tavola.ae



Distribution Channels – Retail Store

TAVOLA

GCC brand owned by Aan Al Awan General Trading. They sell medium price range tableware. Riyadh location is in [Olaya Thalatheen Street](#).

Store has two brands of tableware only. They sell some individual items, but most are in a 67 or 33 sets. 1 Item ranges from 35 to 300 SAR.

Marketing strategy:

- Billboard advertisement
- Social media accounts
- Previously having stores in Malls



Distribution Channels – Retail Store (Tavola)

Most notable brands are:

Noritake
JAPAN 1904



Noritake Monarch Platinum
Dinner, 33 Piece Set - **1,595 SAR**



Noritake Princess Bouquet 67 Piece
Dinner Set, Gold - **4,290 SAR**



- 1 Saisons Eucalyptus Dinner Plate – **75 SAR**
- 1 Saisons Platter - **105 SAR**
- 1 Saisons Salad Bowl - **165 SAR**
- 1 Saisons Pasta Plate - **60 SAR**
- 1 Saisons Eucalyptus Side Plate – **60 SAR**
- 1 Saisons Salad Serving Bow - **165 SAR**
- 1 Glazed Dinner Plate - **95 SAR**
- 1 Glazed Dessert Plate - **85 SAR**
- 1 Grande Oval Serving Platter - **165 SAR**
- 1 Kolibri Dinner Plate Rust Red - **70 SAR**

Distribution Channels – Retail Store



ABYAT – Home of Homes

<https://www.abyat.com/>



NICE HOME

<https://www.nice.com.sa/en/>



Indigo Living

https://www.indigo-living.com/sa_en



YOLO

<https://yoloksa.com/>

Distribution Channels – Retail Store



<https://www.abyat.com/en-US>



+9668001215555



socialksa@abyatonline.com

Kuwaiti Furniture Brand similar to IKEA established in GCC countries. Location visited in Riyadh is on the main Road near Exit 5.

ABYAT has a variety of tableware designs categorized, they are made in China. Material is mostly of China Bone, and some are ceramic.

Plates are sold in sets (Dinner Plate, Salad Plate, & Bowls/Soup plate in one set; Teacups, coffee mugs and Saucers in one set), other tableware are sold individually. The range for 18 plates set is ~ 259 SAR, and ~ 349 for 30 plates set. Individual items range from 8 to 99 SAR.

Marketing Strategies:

- Focused on their social media accounts
- Advertisements in apps
- Hiring Influencers for advertisements
- Also, ads via billboards, tv commercials, and radio

Distribution Channels – Retail Store (ABYAT)



Islamico Dinner 18 Set for - **349 SAR** (6 Dinner Plate, 6 Salad Plate, 6 bowls)

Individual Items in the collection:

- Islamic coffee mugs and teacups 6 each - **55 SAR**
- Islamico Serving Dish - **29 SAR**
- Islamico Muscat Serving Tray - **129 SAR**



Rocky Road 18 Pieces plates set – **265 SAR** (6 Dinner Plate, 6 Salad Plate, 6 bowls)



Kyoto 30 Pieces Set - **399 SAR** (6 Dinner Plate, 6 Salad Plate, 6 Soup Plates, 6 teacups & 6 Saucers)

Distribution Channels – Retail Store

Tanagra

Born in the Middle-East for over 35 years, Tanagra has always been the unique destination for luxury lifestyle, art de vivre and decorative pieces. Offering the most renowned luxury and contemporary lifestyle brands that pleases everyone's taste.



<https://sa.tanagra.me/en>



+971565496611



Concierge@tanagra.me

AYA

Baccarat

BERNARDAUD

catherine | denoual
maison

Christofle Daum
PARIS FRANCE 1878

FORGE DE
LAGUIGLIOLE

FORNASETTI

GINORI
1735
ITALIA

L'OBJET

LALIQUE

MARIO CIONI



Distribution Channels – Retail Store

Tanagra

Selected tableware is displayed in two ways, either **on shelves** or some selected pieces are **set on a dinner table** props for customers to view. They don't sell tableware in sets, each item is priced alone, and you can order them individually to make up customized sets. In addition, as this is only a showroom and not a store, only selected items are displayed.

Marketing strategies:

- Events (such as tea parties or showroom events), especially in [Dubai](#).
- Hire influencers for social media advertisements (about twice a year).



Distribution Channels – Retail Store (Tanagra)

Most notable brands are:

BERNARDAUD



Under Plate – **1,550 SAR**



- Kintsugi Deep Round Dish – **1,075 SAR**
- Kintsugi Coupe Dinner Plate – **600 SAR**
- Kintsugi Coupe Soup – **600 SAR**
- Kintsugi Box with Lid – **1,200 SAR**
- Kintsugi Set Of 1 Tea Pot 1 Tumbler 1 Creamer – **4,650 SAR**



- Aux Oiseaux Flat Plate – **1,350 SAR**
- Aux Oiseaux Bread & Butter Plate – **425 SAR**
- Aux Oiseaux Les Oiseaux Coupe Soup – **650 SAR**
- Aux Oiseaux Creamer – **1,450 SAR**
- Aux Oiseaux Tea Pot – **3,100 SAR**
- Aux Oiseaux Sugar Bowl – **2,300 SAR**
- Aux Oiseaux Coffret 4 Tasses Et Soucoupes – **4,250 SAR**

HAVILAND

LIMOGES FRANCE 1842



- Rêves Du Nil Oval Dish – **3,800 SAR**



- Souffle d'Or Underplate – **1,000 SAR**
- Souffle d'Or Large Dinner Plate – **680 SAR**
- Souffle d'Or Bread and Butter Plate – **345 SAR**
- Souffle d'Or Set of 4 Teacups and Saucers – **2,805 SAR**



- Le Brésil Underplate – **1,060 SAR**
- Le Brésil Large Dinner Plate – **665 SAR**
- Le Brésil Dessert Plate – **515 SAR**

Distribution Channels – Retail Store (Tanagra)

Most notable brands are:

PINTO



Underplate – **1,425 SAR**

VERSACE



- Orange Coin Service Plate – **1,325 SAR**
- Pink Coin Plate – **375 SAR**



- Le Jardin De Versace Service Plate – **1,325 SAR**
- Le Jardin De Versace Plate – **600 SAR**
- Le Jardin De Versace Mug w/o Handle – **525 SAR**

GINORI 1735



- Oriente Italiano Grey Platter - **1,100 SAR**
- Oriente Italiano Grey Bowl – **675 SAR**



- Dinner Plate Oriente Italiano Azalea – **675 SAR**
- Soup Plate Oriente Italiano Azalea – **675 SAR**
- Bread Plate Oriente Italiano Azalea – **575 SAR**
- Tea Saucer Oriente Italiano Azalea – **425 SAR**
- Teacup Oriente Italiano Azalea – **750 SAR**

Distribution Channels – Retail Store



American Store with high end furniture & plates. Located in [Sahara Mall](#) in Riyadh.

CB2 has a variety of tableware made from Porcelain, ceramic, and clay. The price range for 1 item ranges from 45 to 400 SAR per item. Usually sold as set of 4. Medium range pricing.

Orders can be made online or in store.

The brands are all from CB2.

Marketing strategy:

- Having the store inside a mall
- Marketing campaigns via their Social Media accounts
- Advertisements in their apps



www.cb2.ae/en



+966 50 810 2791



Customercare@cb2.ae



- 4-Piece handmade clay dinnerware Dolce Black setting with soup bowl, made in Portugal – **305 SAR** (Dinner plate, Salad plate, bowl, and mug)
- 4-Piece handmade clay dinnerware Dolce black setting with pasta bowl, made in Portugal – **315 SAR** (Dinner plate, Salad plate, pasta bowl, and mug)
- Alone: Black Pasta bowl **90 SAR**, Soup bowl **80 SAR**, Dinner Plate **90 SAR**, Salad Plate **80 SAR**, Mug w/o handle **55 SAR**.

Distribution Channels – Online Store

bloomingdale's

بلاؤمینگڈیلز

Bloomingdale's is an American department stores' chain owned by Macy's Inc, a larger American chain which also owns Macy's. Bloomingdale's shops are renowned for their chic design, and the thirty-six shops throughout the United States generate sales of 1.9 billion dollars each year.



<https://en.bloomingdales.sa/>



+[966115103213](tel:+966115103213)



<https://en.bloomingdales.sa/contactus>

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MOMENTS WORTH SHARING

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WILLIAM EDWARDS
ENGLAND

WEDGWOOD
ENGLAND 1759

ZANETTO

Distribution Channels – Online Store

IRIS

IRIS is Kingdom of Saudi Arabia's emerging foremost luxury store for tableware, glassware, and rare, exquisite home accessories. Founded in 2020 around the concept of fine living that does not have to be synonymous with extravagance and high price, IRIS is a specialty store of established luxury brands, exceptional artisans and creative designers from across the world.



<https://irisselections.com/>



+971 505404757



info@irisselections.com



ANNA VON LIPA



carlo moretti



LEGLE
PORCELAIN

ROBBE & BERKING
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MARIOLUCA GIUSTI
SYNTHETIC CRYSTAL



ZANETTO

Distribution Channels – Online Store



Luxxdesign.com is a shop with a blog totally dedicated to design Made in Italy, one of the most recognizable brands in the world and universally renown for unrivaled creativity, outstanding craftsmanship and unique style. We carefully select our brands to make sure they represent the best Made in Italy has to offer, blending more established names with less known but nevertheless outstanding brands and designers.



<https://www.luxxdesign.com/collections/>



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W. Saladini®
COLTELLINAI IN SCARPERIA
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TANUCCI
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UPGROUP
excellence in marble since 1969

Distribution Channels – Online Store

Roomours style is the leading online website offering unique home decor and contemporary luxury furniture at very reasonable prices.



<https://roomoursonline.com/>



+971 2 622 6347



roomours.support@saragroup.com



6

Commercial Development Strategies

Marketing Strategies

Tableware companies in Kingdom of Saudi Arabia use a variety of marketing strategies to promote their products and reach their target audience. These strategies includes the following:



Conventional Advertising



Social Media Advertising

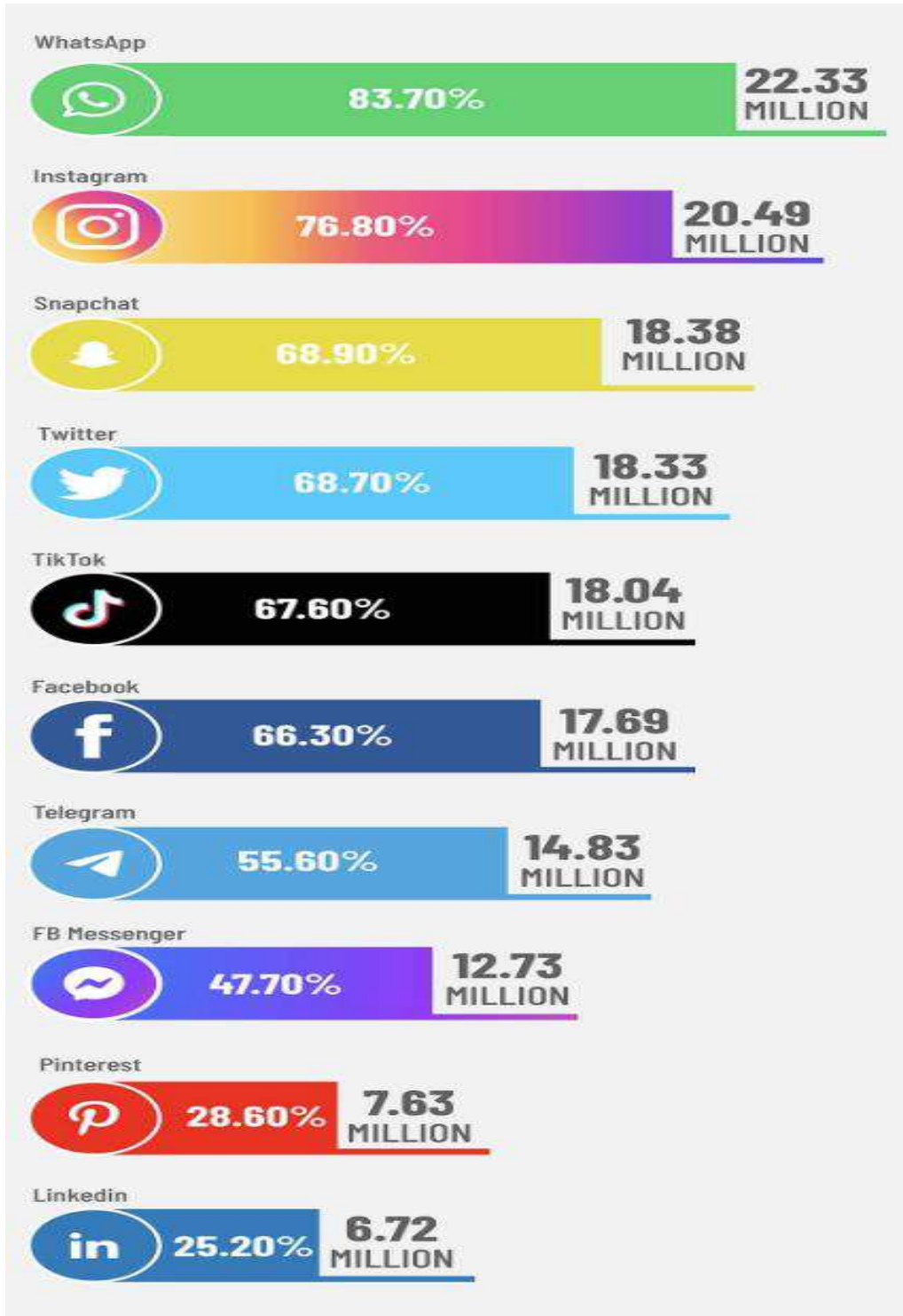


Influencer Marketing

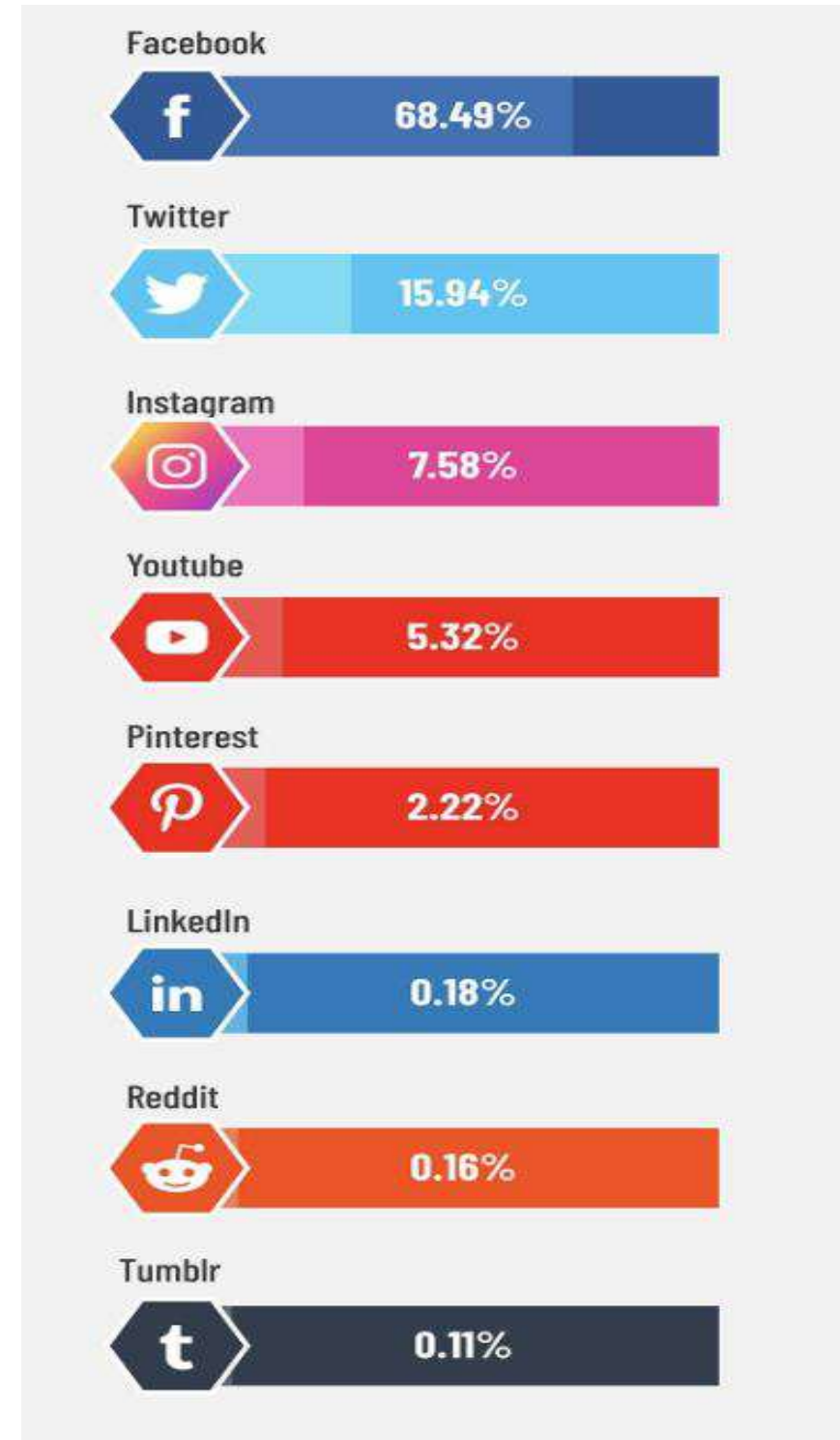


Event Sponsorship

Social Media Marketing

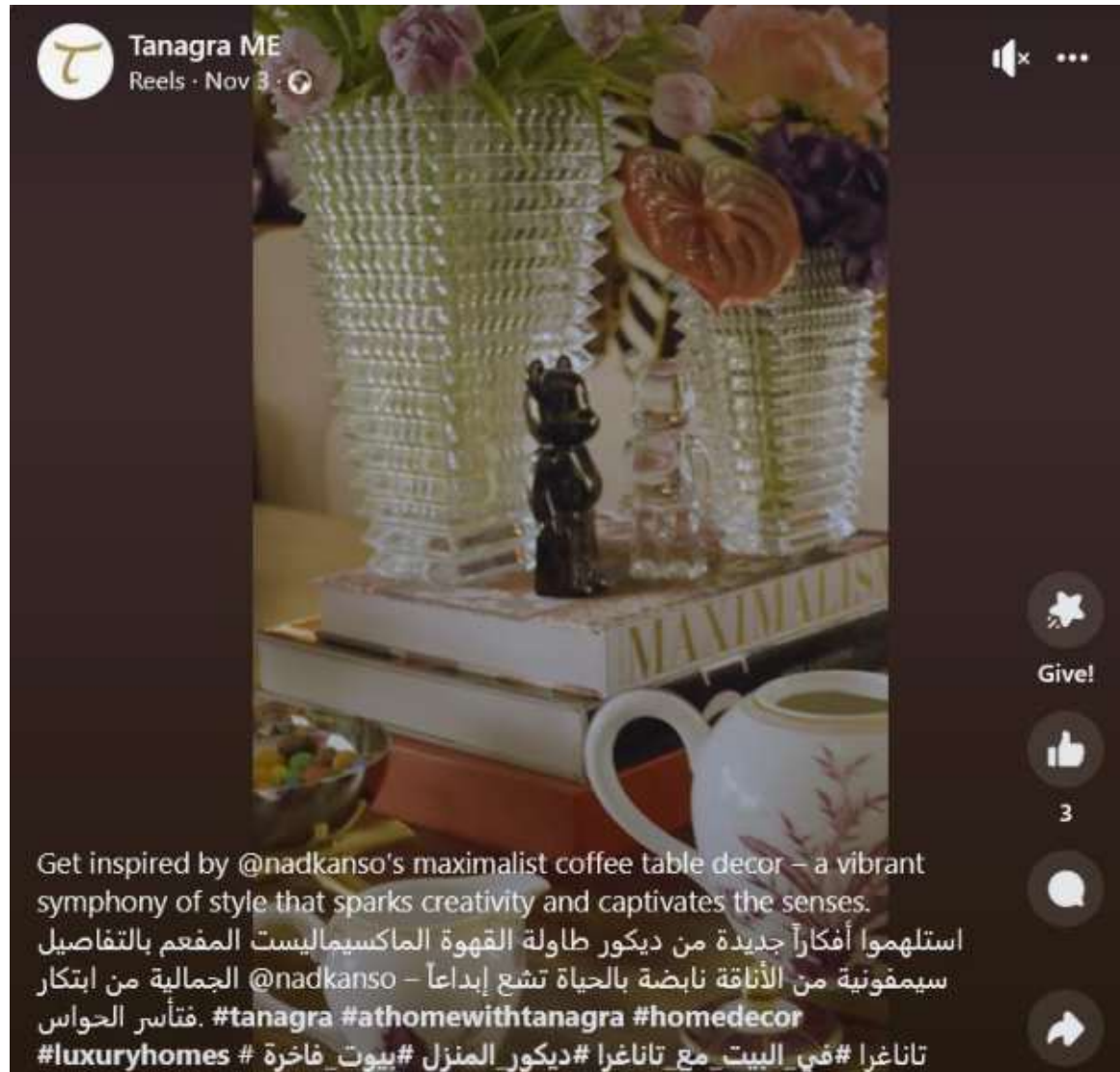


Most Used Social Media Platforms in Saudi Arabia.



Social Media that has most web traffic and where the brands advertise their products.

Marketing Strategies



Social Media Advertisements



Social Media Influencers



Collaborations with Hotels & Event Sponsorships

Dream and Achieve: Saudi National Day

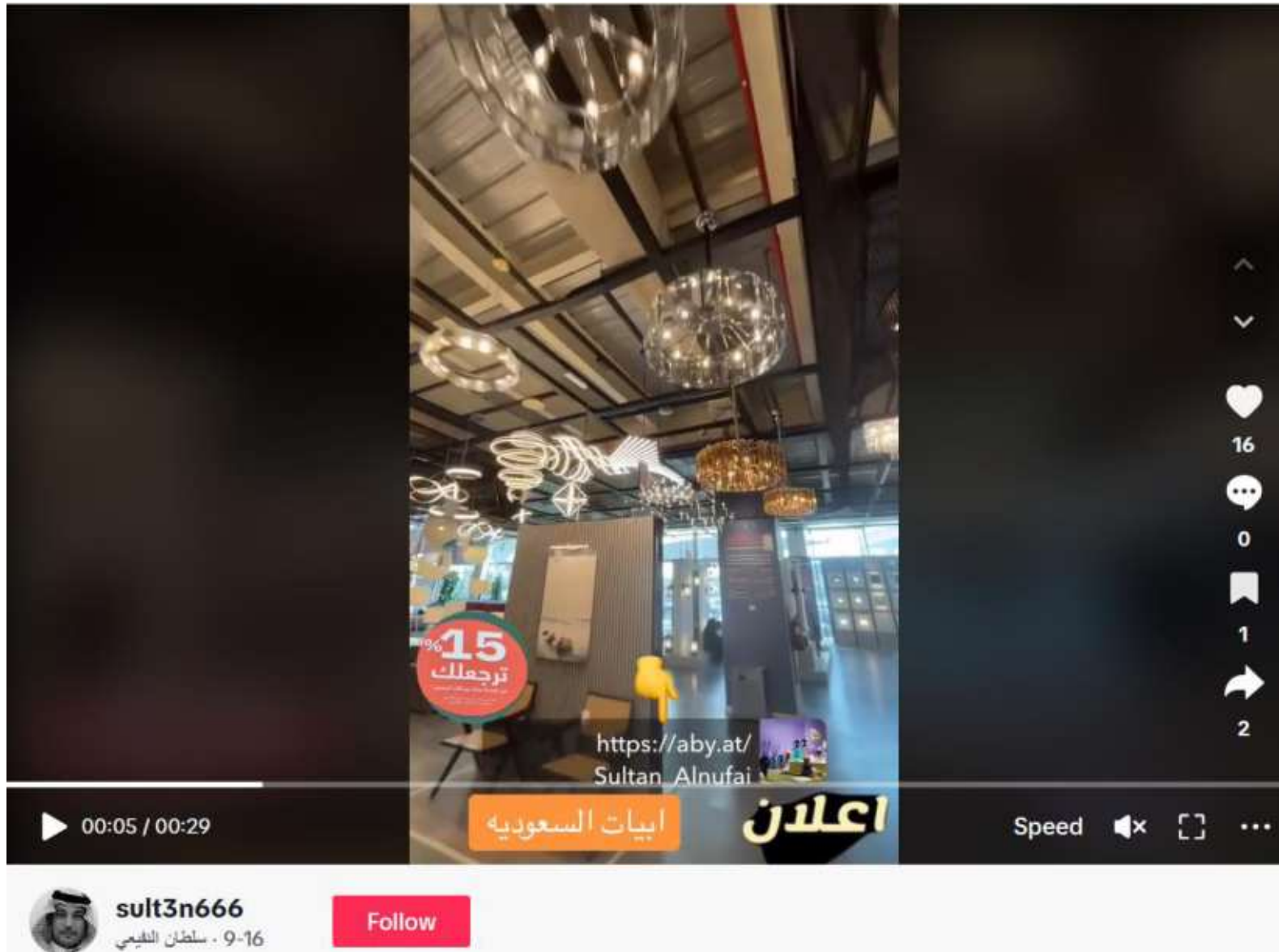
From cultural landmarks of the Great Mosque of Mecca to traditional art forms of calligraphy, Saudi Arabia has a rich heritage that influences design. A holiday filled with festivities, the theme of the 93rd Saudi National Day is 'We Dream and Achieve'. Celebrated each year on the 23rd of September, it was established by King Abdullah in 2005 and evokes art de vivre throughout the region. In honour of the new identity, we have asked three of Saudi's most stylish individuals to share their curated gift selections of home décor, tableware and more.



Yasmin Alkhawashki

Yasmin is the founder of Yashki, an influential community for all things style, design, and home organisation. Aiming to inspire your everyday, she is passionate about hosting and curating charming spaces that evoke a positive energy. A focus on curating a comfortable space for her guests, Yasmin's gift choices align with feeling at home.

Marketing Strategies



Social Media Advertisements



TV Advertisements

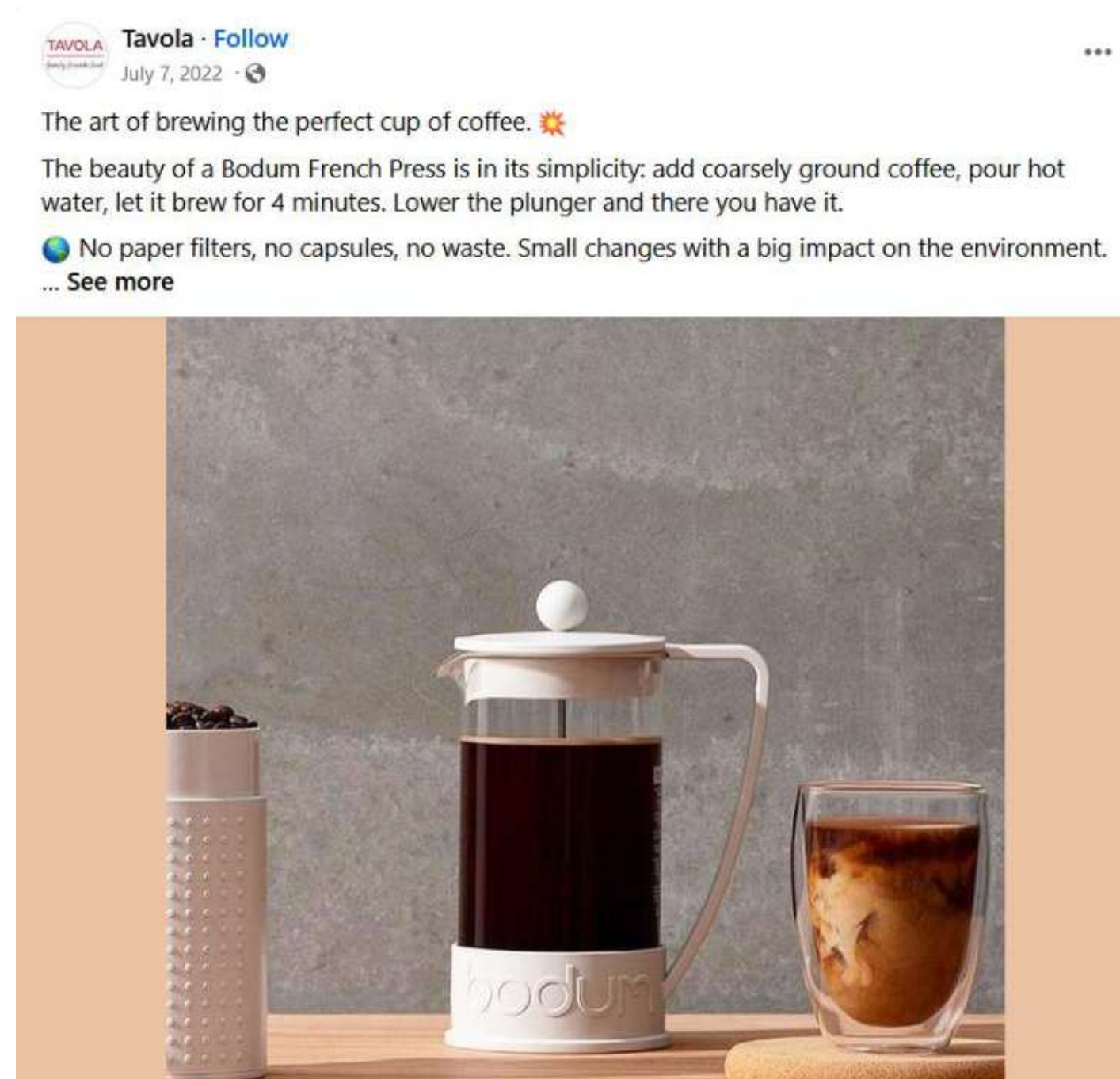


Stores in main roads with large signs

Marketing Strategies – Other Brands



Influencer Advertisement



Social Media Advertisement



Billboard Advertisement

Challenges and Opportunities

The tableware market in Kingdom of Saudi Arabia presents both challenges and opportunities for companies operating in this region.

Major Challenges

- One of the major challenges is the economic conditions, which can be volatile due to fluctuations in oil prices. This can impact consumer spending and affect the demand for tableware products.
- Another challenge is the conservative cultural norms in the country, which may limit the acceptance of certain designs or materials. For instance, designs featuring plates with faces drawn on them tend to have reduced appeal for buyers. Similarly, materials like gold and silver-plated tableware have limited attraction due to their non-compliance with Islamic faith regulations.
- Price sensitivity is a concern for many consumers
- Language barrier as most of the locals don't speak English and prefer to communicate in Arabic.

Opportunities

- The growing middle class and increasing interest in luxury tableware products.
- A growing interest in high-quality and unique tableware products
- The growing urbanization in Kingdom of Saudi Arabia is expected to drive the growth of the tableware market, as people adopt westernization culture and influence the demand for the market
- Technological advancements, such as e-commerce platforms and social media marketing, provide opportunities for companies to reach more consumers and expand their customer base

Market Entry Strategies

Entering a new market can be a daunting task, especially when it comes to the highly competitive tableware market in Kingdom of Saudi Arabia. Companies looking to enter this market need to carefully consider their market entry strategies to ensure success.

- One strategy is to partner with a local distributor who has established relationships with retailers and consumers. This can help companies navigate the cultural and regulatory landscape of Kingdom of Saudi Arabia.
- Another strategy is to establish a direct presence in the market by setting up a local office or manufacturing facility. This can provide greater control over operations and enable companies to better understand local consumer preferences.
- Also, define specific market segments within the tableware industry and develop tailored marketing strategies for each segment. This can involve identifying target customer demographics, preferences, and needs to effectively position and promote the tableware products.

Price and Promotional Strategies

Tableware companies in Kingdom of Saudi Arabia use various price strategies to attract customers and increase sales. One common strategy is **offering discounts or promotions during holidays or special events**. For example, during Ramadan, many companies offer discounts on their products to attract customers who are shopping for the holiday. Another strategy is **offering different price points for different product lines, targeting customers with varying budgets**. Companies may also **offer bundle deals or package pricing** to encourage customers to purchase multiple items at once. This strategy can be effective for new entrants or companies looking at lower prices for tableware to expand their customer base.

In the tableware market in Kingdom of Saudi Arabia, companies use various promotion strategies to attract and retain customers. Some of these strategies include advertising, sales promotions, personal selling, and public relations. Advertising is a popular promotion strategy used by tableware companies in Kingdom of Saudi Arabia. Companies use **television, radio, print media, and social media** platforms to advertise their products. **Sales promotions** such as discounts, coupons, and free samples are also commonly used to attract customers. **Personal selling** is another promotion strategy used by tableware companies in Kingdom of Saudi Arabia. This involves direct interaction between the salesperson and the customer. Public relations is also an essential promotion strategy used by tableware companies in Kingdom of Saudi Arabia. Companies use **press releases, events, and sponsorships** to create a positive image and increase brand awareness. They can also **participate in trade shows and exhibitions** related to the tableware industry to showcase the products, network with potential customers.

Local Business Habits

Cultural, religious, and societal standards impact business habits and practices in Saudi Arabia. Understanding and honoring these conventions is critical for conducting successful business in the nation.

Islamic Values: Saudi Arabia is an Islamic country, and Islamic ideals are heavily influenced by economic practices. Business transactions frequently follow Islamic principles, and learning the fundamentals of Islamic business etiquette can be advantageous.

Patience and Long-Term Perspective: Negotiations and decision-making in business may be a slow process. When doing business in Saudi Arabia, patience is key, and it's best to think long term. Rushing or putting pressure on business partners might be detrimental.

Meetings and Punctuality: Meetings may begin with small conversation, so be patient and do not hurry into business topics. Punctuality is valued, yet in the Saudi commercial climate, considerable wiggle room exists, and delays may occur.

Negotiation Style: Negotiations in Saudi Arabia are frequently conducted with an emphasis on reaching an agreement and sustaining unity. Direct confrontation is often avoided, and conflicts are resolved in a more subtle manner.

Weekend and Prayer Times: In Saudi Arabia, the workweek normally spans from Sunday to Thursday. Friday is a day of prayer and repose, and certain businesses may be closed. Furthermore, commercial operations may be hampered during prayer hours.

Cultural Differences

The culture of Saudi Arabia is distinguished by its connection **to the Islamic heritage and Arab traditions that are rooted in human history.**

- In Saudi Arabian culture, Islam holds a central and significant role, shaping daily life, societal norms, and legal systems. Religious practices, including daily prayers, adherence to Islamic dietary laws (halal), and observance of Islamic rituals, are fundamental aspects of Saudi Arabian culture.
- Social structure - family holds great importance, with extended families often living closely to offer robust social support. Traditional gender roles are distinct, involving gender segregation in specific public spaces and adherence to modest dress codes.
- Conservatism is widespread, influencing lifestyle choices and societal expectations with an emphasis on traditional values. Cultural norms may restrict certain forms of media and entertainment.
- Ceremonies and celebrations hold cultural significance. Islamic festivals like Eid al-Fitr and Eid al-Adha are celebrated as major events. Additionally, Saudi National Day is observed to commemorate the founding of the Kingdom.
- Hospitality and generosity are highly esteemed. There is a strong tradition of hospitality, with guests treated respectfully. Acts of generosity, including gift-giving, are common and valued. Regarding traditional dress, men typically wear a white robe known as a thobe, often with a head covering. Women traditionally wear an abaya, a loose-fitting black cloak, covering their regular clothing when in public.

7

New Hospitality Developments in the Kingdom of Saudi Arabia

HOTELS UNDER CONSTRUCTION

According to the TopHotelsProjects database, Kingdom of Saudi Arabia has a whopping 80 hotel projects slated for completion in 2023. According to the Kingdom of Saudi Arabia's Vision 2030 plan, it is one of its objectives to welcome 100 million tourists within its borders by the end of the decade.



The commercial hub of the \$50 billion Diriyah giga-project on the outskirts of Riyadh has been announced by the Diriyah Gate Development Authority (DGDA), and is slated to open in 2024. There are now 16 foreign hotel brands in the site, and there will likely be a total of 38.

Website: <https://dgda.gov.sa/home.aspx>



The \$15 billion AlUla masterplan is another, and it is being built in three parts between 2023 and 2035. The plan includes several projects in the fields of archaeology, tourism, culture, education, and the arts, and it reflects the objectives of Vision 2030 in terms of economic diversification, local community empowerment, and cultural preservation. The location will feature 9,400 hotel rooms by 2035, and once finished, 2 million guests per year are anticipated.

Website: <https://www.experiencealula.com/>



The seaside (Red Sea) AMAALA development project, which includes 30 hotels and 3,000 hotel rooms, is a further contender. It is anticipated that one million people will visit this enormous mixed-use development annually because of its beautiful location.

Website: <https://www.amaala.com/en>



By 2030, the Aseer area on the Red Sea coast is expected to become a major tourist destination thanks to the US \$13 billion Asser Tourism Masterplan mega-development project. The project, called "The Arabian Highland," would gradually transform the area, which is recognized for its agricultural industry, into a modern tourist and hospitality destination by utilizing the area's abundant natural resources and high mountain peaks.

Website: <https://www.asda.gov.sa/en/>

SOME OF THE UPCOMING HOTELS - DIRIYAH



One of the two upscale hotels in the Diriyah district of Riyadh will open according to the Swiss company Aman Resorts. The new opening will be in Wadi Safar and will include 78 rooms, 34 branded homes, and a variety of facilities for visitors to enjoy, including a spa and restaurants. The ancient town is also the birthplace of the Kingdom of Saudi Arabia.

Location: *Wadi Safar, Diriyah*



One of the numerous new hotels debuting in Kingdom of Saudi Arabia is the luxurious Thai hotel. We expect the Anantara Hotel, one of the hotels opening at Diriyah Gate, to be opulent and elegant throughout as it travels to the Kingdom of Saudi Arabia's cultural heartland.

Location: *Diriyah Gate*



The Four Seasons is expanding into Diriyah Gate to become the newest hotel destination in the city. It will have 150 rooms and suites, meeting and event spaces, a wellness spa with seven treatment rooms, a fitness center, and two outdoor pools where you can get a tan with the option of private cabanas.

Location: *Diriyah Gate*

Source: *Time Out Riyadh*

SOME OF THE UPCOMING HOTELS - DIRIYAH



Fauchon Boutique Hotel is another hotel that is launching in Kingdom of Saudi Arabia. The hotel will have 80 rooms and suites, a café, a spa, and an outdoor pool on the rooftop. We hope to see a comparable degree of popularity among locals and visitors to the Saudi capital, especially considering our propensity for sweets, as the French brand is well-known for its pastries, tea, and more. We are eager to see what this brand-new hotel in Kingdom of Saudi Arabia has in store.

Location: *Diriyah Gate*

Source: Time Out Riyadh



The Four Seasons is expanding into Diriyah Gate to become the newest hotel destination in the city. It will have 150 rooms and suites, meeting and event spaces, a wellness spa with seven treatment rooms, a fitness center, and two outdoor pools where you can get a tan with the option of private cabanas.

Location: *Diriyah Gate*



As part of the several new hotels opening in Kingdom of Saudi Arabia, two opulent hotels with the Marriott name will be moving to Diriyah Gate. The premium residences will be situated at Turaif, a UNESCO World Heritage Site, and are anticipated to open in 2022. 27 of the 141 rooms of the hotel in the Samhan neighborhood will be suites.

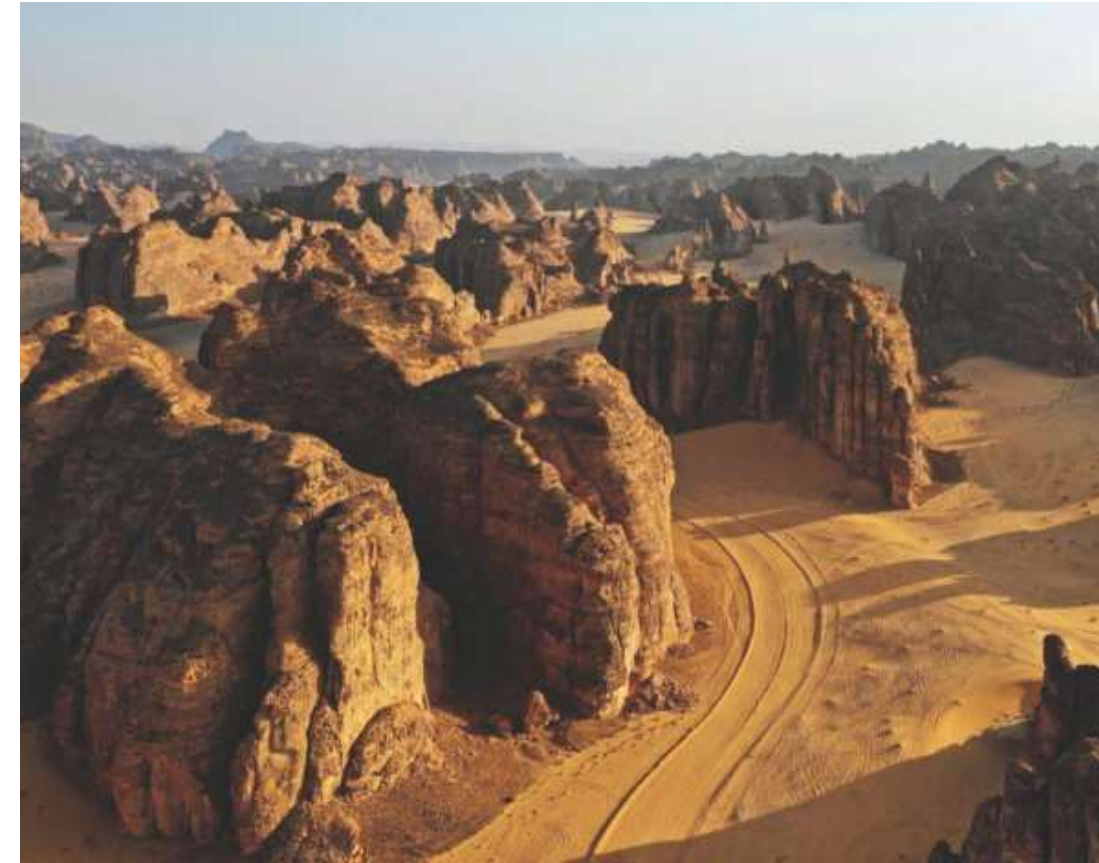
Location: *Diriyah Gate*

SOME OF THE UPCOMING HOTELS – ALULA



The AlMutadil Equestrian Village development and Wadi AlFann, (the exact location where large-scale artworks will soon be installed in the surreal terrain), are getting the AZULIK AlUla Resort. Major eco-credentials, more than 70 villas, a spa, a VIP club, and all-day eating options will be available at AZULIK AlUla.

Location: AlUla



This fascinating building is one of several new hotels AlUla is bringing to Kingdom of Saudi Arabia. The Janu Hotel is scheduled to debut in 2022. Aman Resorts just announced the debut of this new, reasonably priced hotel that would include contemporary decor radiating energizing emotions with spacious bedrooms and bathrooms that will probably have you stay a long.

Location: AlUla

Source: Time Out Riyadh

SOME OF THE UPCOMING HOTELS



Clinique La Prairie Health Resort is the first AMAALA hotel to launch at a Red Sea resort. The resort, which will be powered entirely by renewable energy, is the first of 25 hotels that will open as a part of the giga-project. 52 rooms and suites as well as 13 villas are planned for the 36,115 square meter area. The architecture of Islam and contemporary workmanship will be reflected in the design and interiors. The resort will also include areas dedicated to wellness, a diagnostic center, and other amenities.

Location: Prince Mohammed Bin Salman Natural Reserve, AMAALA

Source: Time Out Riyadh



On Jeddah's seafront, An Earth Hotel is set to open, promising to be a contemporary but fashionable lifestyle hotel where guests can experience urban living. The new hotel, which is scheduled to open in 2025, will have 125 rooms, eating facilities, business spaces, as well as wellness-related amenities like cryotherapy and float treatment.

Location: Jeddah



One of Red Sea Global's newest hotels is Equinox Resort Amaala. It's also the first hotel brand to be officially acknowledged as a member of the prestigious Amaala Marina Village. Naturally, the establishment will emphasize sports, physical fitness, and lifestyle. There are 128 keys available for guests to utilize, including two opulent penthouses. There includes the iconic Equinox Fitness Club (obviously), in addition to a rooftop magnesium salt pool, spa, and beach club.

Location: Amaala Marina Village, Amaala

SOME OF THE UPCOMING HOTELS



The Luxury Collection is a new Marriott resort debuting in Sindalah. The first beach resort, which will be joined by a second property, will feature a total of 70 rooms, including suites and four-bedroom villas with private pools, while the second is anticipated to include suites with possibilities for one to three bedrooms.

Location: Sindalah



On Shaura Island in Kingdom of Saudi Arabia, Hyatt is opening Miraval The Red Sea. One of the newest hotels in Kingdom of Saudi Arabia, Miraval The Red Sea, offers all-inclusive packages and a wellness experience unlike any other to help guests unwind and find balance in an otherwise hectic world. There will be 180 rooms total in the hotel, 20 of which will be villas.

Location: Shaura Island

Source: Time Out Riyadh

8

Related Local Trade Fairs

Trade Fairs in Kingdom of Saudi Arabia



17 - 19 SEPTEMBER 2024
4PM - 10PM DAILY

**RIYADH FRONT
EXHIBITION &
CONFERENCE CENTER**

www.thehotelshowsaudi Arabia.com/

KEY VISITORS PRESENT IN THE EVENT



17 - 19 SEPTEMBER 2024
4PM - 10PM DAILY

**RIYADH FRONT
EXHIBITION &
CONFERENCE CENTER**

www.index-saudi.com/

We recommend to participate in these trade fairs as they offer excellent promotion opportunities and a platform to connect with prominent companies, hotels, buyers, and other brands.

Some of the other Trade Fairs in GCC



21,22,23 MAY 2024
www.hivefurnitureshow.com
EXPO CENTRE, SHARJAH, UAE
exhibit@hivefurnitureshow.com



4-6 JUNE 2024
www.workspaceexhibition.com
DUBAI WORLD TRADE CENTER
markpalmer@dmgevents.com



5- 7 MARCH 2024
www.woodshowglobal.com/dubai
DUBAI WORLD TRADE CENTER
info@woodshowglobal.com



22-24 February 2024
www.luxuryshowkuwait.com
Jumeirah Messilah Beach Hotel, Kuwait
carlo.nickson@atexinternational.com



(To be confirmed)
www.kuwaitbulddesignweek.com
Kuwait International Fair Mishref
carlo.nickson@atexinternational.com



12 - 16 December 2023
www.mirzaam.com
Al Andalus Tower 12th Floor Beirut St,
Hawally, Kuwait
info@mirzaam.com

9 Legal Framework

Regulations and Standards

The tableware market in Kingdom of Saudi Arabia is governed by strict regulations and standards to ensure the safety and quality of products.

The Kingdom of Saudi Arabian Standards Organization (SASO) sets the standards for tableware, including specifications for materials, design, and labeling. For example, ceramic products must meet certain requirements for lead and cadmium content to ensure they are safe for consumers to use.

Companies operating in this market must comply with these regulations and standards to avoid penalties and maintain consumer trust. Failure to comply can result in fines or even a ban on selling products in the country. It is important for companies to stay up-to-date on any changes or updates to these regulations to ensure they are in compliance. Additionally, companies should consider obtaining SASO certification to demonstrate their commitment to quality and safety.

SASO - Food Safety of Tools and Appliances Used in the Kitchen

The Saudi Standards, Metrology and Quality Organization (SASO) has announced some technical regulations updates regarding tools and appliances used in kitchens. All type of suppliers will have to undergo in this legal procedure and must obtain SASO certificate upon commercializing their product in the Kingdom of Saudi Arabia.

This regulation aims to specify the essential requirements for the food contact tools and equipment in the kitchen to ensure non-transfer of their constituents to the food and determine the conformity assessment procedures which shall be complied with by suppliers for ensuring the conformity of these products in order to protect the consumer's health and safety and participate in environment protection.



الهيئة السعودية للمواصفات والمقاييس والجودة
Saudi Standards, Metrology and Quality Org.

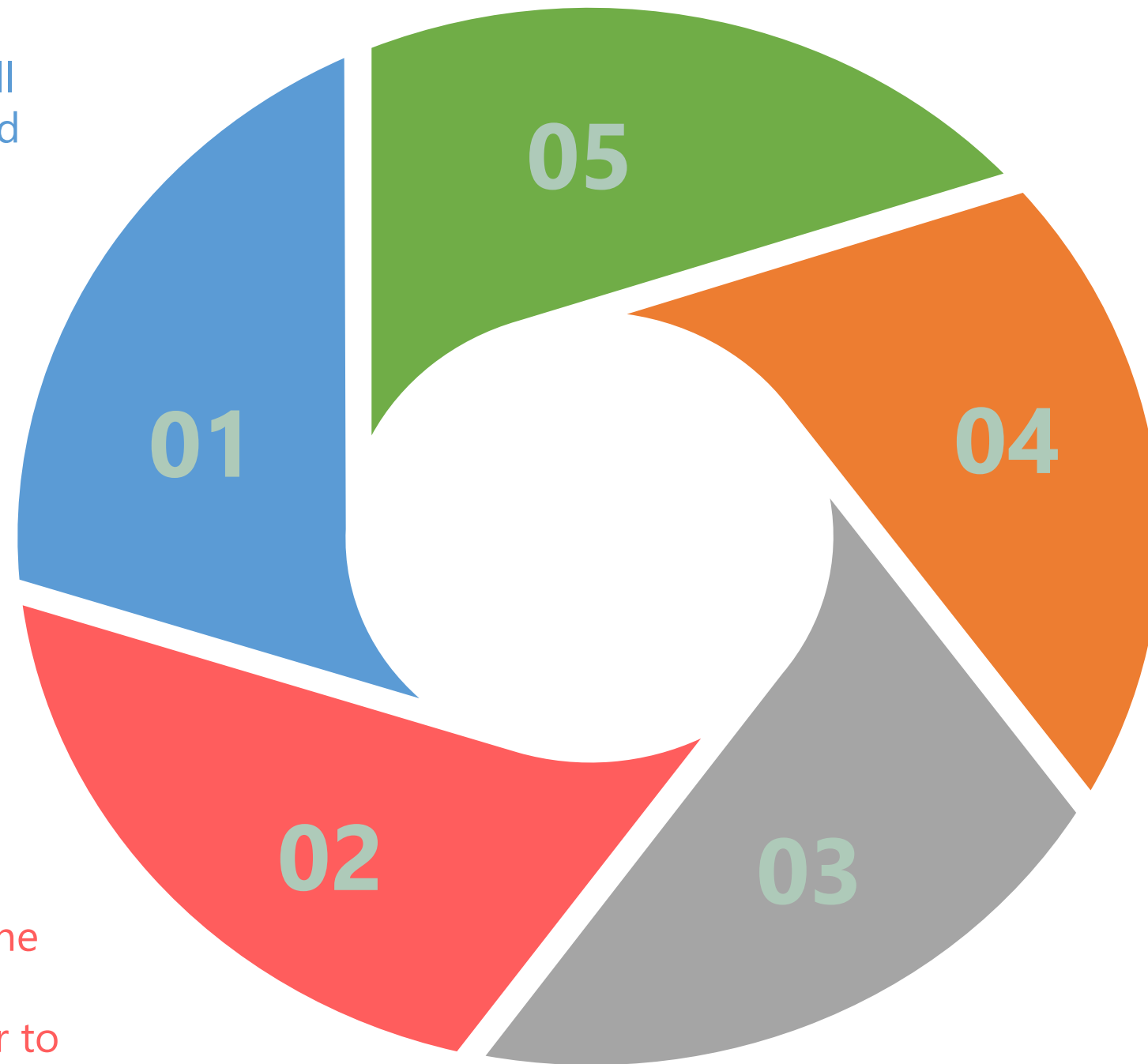
Type of Suppliers:

- ✓ A product manufacturer, in case that he is resident in the Kingdom of Saudi Arabia, or the person identified as the manufacturer of the product, through linking the product to his name, or to a relevant commercial description, or any person who provides a product replacement.
- ✓ An agent, if the manufacturer is outside KSA or an importer in the absence of an agent of the manufacturer.
- ✓ Any person in the supply chain, whose activities may affect the product characteristics.

SASO – Conformity Assessment Procedure

01: The supplier – responsible for the product placement in the market – shall obtain a Certificate of Conformity issued by a Notified body by SASO, in accordance with the conformity assessment model (Type 3) as per Standard ISO/IEC 17067.

02: The Notified Body shall implement the conformity assessment procedures according to the specified model, in order to ensure fulfilment of the requirements of the Technical Regulation and relevant Saudi.



05: Food contact materials, tools and equipment subject to this regulation that bear the Saudi Quality Mark, or its equivalent, shall be deemed to be complying with the requirements set forth in this Technical Regulation.

04: The supplier shall cooperate with the Regulatory Authorities and Market Surveillance Authorities by providing the technical file, Certificates of 04-06-19-171 Conformity, and any other documents proving the conformity of the product with the requirements of this Technical Regulation, when required.

03: The product shall be accompanied by a technical file, which includes the following: Supplier (manufacturer/importer) Declaration of Conformity in accordance with the form Risk assessment document.

Legal Framework – Importing to Kingdom of Saudi Arabia

Necessary Paperwork: To import goods into Kingdom of Saudi Arabia, importers must furnish certain documents to the Zakat, tax, and customs authority. These documents include a commercial invoice, a bill of lading, and a certificate of origin. Additional documents may also be necessary for specific types of imports.

Requirements for Specific Products: Companies bringing goods into Kingdom of Saudi Arabia can determine the applicable conditions for their imports by consulting the Customs Tariff or seeking guidance from a customs broker.

Import Authorization: For certain items an import license from relevant Saudi Ministries is mandatory. These products also undergo inspection before being cleared by customs.

VAT on Imports: Businesses registered under Saudi VAT are responsible for paying VAT to the Customs Department when importing goods from non-GCC countries. Unregistered businesses and individuals importing goods exceeding SAR 10,000 from other GCC countries, without proving prior VAT payment, must pay VAT to the Customs Department upon the arrival of goods in Kingdom of Saudi Arabia.

Before the pandemic, the VAT on imports is 5% but now, it has been changed to 15%.

Legal Framework – To Import to Kingdom of Saudi Arabia

Customs Tariffs: Goods imported into Kingdom of Saudi Arabia from non-GCC countries are subject to a minimum GCC common external tariff of five percent. Customs duties are calculated based on the C.I.F (Cost, Insurance, and Freight) value. Kingdom of Saudi Arabia follows the WTO Customs Valuation Agreement, which outlines methods for determining customs valuation.

[Zakat, Tax and Customs Authority \(zatca.gov.sa\)](https://zatca.gov.sa)

<https://trade.ec.europa.eu/access-to-markets>

SALEEM Product Safety Program: Suppliers intending to export products to Kingdom of Saudi Arabia must utilize the Saleem product safety program, which includes Saber, an electronic platform for registering both regulated and unregulated products.

In order to adhere to the SALEEM program's requirements, products need to undergo an evaluation for conformity and secure a Product Certificate of Conformity (PCoC) from a designated Certification Body (CB). The PCoC serves as confirmation that the product aligns with the appropriate technical regulations and standards. Once the PCoC is acquired, a Shipment Certificate of Conformity (SCoC) can be issued, enabling the importation of the product into Kingdom of Saudi Arabia.

Legal Framework –Tableware HS Codes with Customs Tariff

Item	Full HS Code	Type	Tariff	Technical regulations	Required Procedures
3924	392410100001	Bowls to save ice	6.5%	food safety in tools and devices used in the kitchen	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)
3924	392410100002	Containers for keeping food	6.5%		
3924	392410200001	Forks	6.5%		
3924	392410200002	Spoons	6.5%		
3924	392410200003	Knives	6.5%		
3924	392410310001	Plates of cellular plastics	6.5%		
3924	392410310002	Dishes of cellular plastics	6.5%		
3924	392410310003	Cups of cellular plastics	6.5%		
3924	392410390001	Plates of non cellular plastics	6.5%		
3924	392410390002	Dishes of non cellular plastics	6.5%		
3924	392410390003	Cups of non cellular plastics	6.5%		
3924	392410390004	melamine products	6.5%		
3924	392410400000	- - - Nursing bottles	6.5%		

Source: SABER (SASO) & Zakt

Legal Framework –Tableware HS Codes with Customs Tariff

Item	Full HS Code	Type	Tariff	Technical regulations	Required Procedures
3924	392410900001	Plastic plates for chopping vegetables on them	6.5%	food safety in tools and devices used in the kitchen	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)
3924	392410900002	Plastic boxes with lid for keeping pizza doughs	6.5%	food safety in tools and devices used in the kitchen	
3924	392410900003	Plastic cans for keeping tea and sugar	6.5%	food safety in tools and devices used in the kitchen	
3924	392410909999	Other	6.5%	food safety in tools and devices used in the kitchen	
3924	392490100000	- - - Holders for tooth-brushes, paper napkins and cups for toilet	6.5%	-	Supplier declaration of conformity
3924	392490300000	---Ash trays	6.5%	-	
3924	392490400000	- - - Clothes hangers	6.5%	-	
3924	392490900001	Towel holders	6.5%	-	
3924	392490900002	Finger protectors	6.5%	-	
3924	392490900003	Towels racks	6.5%	-	
3924	392490900004	Plastic cans for napkins not intended for cargo	6.5%	Packaging	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)
3924	392490900005	Waste basket	6.5%	-	Supplier declaration of conformity
3924	392490909999	Other	6.5%	-	

Source: SABER (SASO) & Zakt

Legal Framework –Tableware HS Codes with Customs Tariff

Item	Full HS Code	Type	Tariff	Technical regulations	Required Procedures
4419	441911000000	-- Bread boards, chopping boards and similar boards	5.0%	food safety in tools and devices used in the kitchen	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)
4419	441912000000	-- Chopsticks	20.0%		
4419	441919000000	-- Other	20.0%		
4419	441920000000	- Of tropical wood	5.0%		
4419	441990000001	Dishes	20.0%		
4419	441990000002	Pots and Plates for food saving	20.0%		
4419	441990000003	Big spoons	20.0%		
4419	441990000004	Small spoons	20.0%		
4419	441990000005	Forks	20.0%		
4419	441990000006	Pestle for milling vegetables	20.0%		
4419	441990000007	Drinking glasses	20.0%		
4419	441990000008	Archers	20.0%		
4419	441990000009	Rolling pin	20.0%		
4419	441990000010	Blanks for dough shaping	20.0%		
4419	441990000011	Cases for milk	20.0%		
4419	441990000012	Cases for tea	20.0%		
4419	441990000013	Cases for salt	20.0%		
4419	441990000014	Cases for sugar	20.0%		
4419	441990000015	Cases for spices	20.0%		
4419	441990000016	Wooden chopsticks for whisking	20.0%		
4419	441990009999	others	20.0%		

Source: SABER (SASO) & Zakt

Legal Framework –Tableware HS Codes with Customs Tariff

Item	Full HS Code	Type	Tarrif	Technical regulations	Required Procedures
4811	481141100000	- - - In rolls or tapes of a width not exceeding 36 cm	5.0%	paper and cardboard	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)
4811	481141900000	----Other	5.0%		
4811	481149000000	-- Other	5.0%		
4811	481151000000	- - Bleached, weighing more than 150 g/m2	5.0%		
4811	481159000001	heat-sensive paper	5.0%		
4811	481159000002	Telefax paper	5.0%		
4811	481159000003	Paper and paperboard coated, impregnated and covered with plastics (excluding adhesives)	5.0%		
4811	481160000000	Paper and paperboard, coated, impregnated or covered with wax, paraffin wax, stearin, oil or glycerol	5.0%	Derivatives of Petroleum requires approval Ministry of Energy. Also, Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)	
4811	481190000001	Paper, paperboard, cellulose wadding and webs of cellulose fibers to make consumer materials.	5.0%	food safety in tools and devices used in the kitchen	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)
4811	481190000002	Paper, paperboard, cellulose wadding and webs of other cellulose fibers to make drinks bottles.	5.0%		
4811	481190000003	Paper, paperboard, cellulose wadding and webs of other cellulose fibers to make drinks bottles lined with thin metal	5.0%		
4811	481190000004	Paper, paperboard, cellulose wadding and webs of other cellulose fibers to make food labels.	5.0%		
4811	481190000005	Paper, paperboard, cellulose wadding and webs of other cellulose fibers to make food labels lined with thin metal	5.0%		
4811	481190009999	Other	5.0%		

Source: SABER (SASO) & Zakt

Legal Framework –Tableware HS Codes with Customs Tariff

Item	Full HS Code	Type	Tariff	Technical regulations	Required Procedures
4823	482320000000	- Filter paper and paperboard	5.0%	food safety in tools and devices used in the kitchen	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)
4823	482340000001	Printed Diagram Papers And Prepared For Self Recording In Plates	5.0%	paper and cardboard	
4823	482340000002	Printed Diagram Papers And Prepared For Self Recording In Rolls	5.0%		
4823	482340000003	Printed Diagram Papers And Prepared For Self Recording In Discs	5.0%		
4823	482361000001	Tray of bamboo	5.0%	food safety in tools and devices used in the kitchen	
4823	482361000002	Dish of bamboo	5.0%		
4823	482361000003	Plate of bamboo	5.0%		
4823	482361000004	Cup of bamboo	5.0%		
4823	482369000001	Tray of paperboard	8.0%		
4823	482369000002	Dish of paperboard	8.0%		
4823	482369000003	Plate of paperboard	8.0%		
4823	482369000004	Cup of paperboard	8.0%		
4823	482370100000	- - - Moulded Plates used for packing eggs	10.0%	Technical packaging	
4823	482370900000	- - - Other	5.0%	Paper & Carton	

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4823	482390100001	Paper for covering fruits, cutten to size	10.0%	Technical packaging	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)
4823	482390100002	Paper for covering desert, cutten to size	10.0%		
4823	482390100003	Paper for covering food labels, cut ten to size	10.0%		
4823	482390100004	Paper for covering clothes, cut ten to size	10.0%		
4823	482390100005	Paper for covering gifts, cutten to size	10.0%		
4823	482390200001	Toothed paper for shelve edges	5.0%	paper and cardboard	
4823	482390200002	Emproidered paper for shelve edges	5.0%		
4823	482390200003	Strips and papers for shelve edges	5.0%		
4823	482390300001	Separators made of paper	10.0%		
4823	482390300002	Rings made of paper	10.0%		
4823	482390400001	Angles and Hinges of Stamps	5.0%		
4823	482390400002	Angles and Hinges of Photographs	5.0%		
4823	482390400003	Angles and Hinges of Photographs Frame Strips	5.0%		
4823	482390400004	Angles and Hinges , Supportive Angles for Pags	5.0%		
4823	482390500000	- - - Tailoring patterns	5.0%		
4823	482390600000	- - - Perforated cards for jacquard and the like	5.0%		
4823	482390700001	Boxes of Spinning, In Sheet Form, for Rolling Strings	5.0%		
4823	482390700002	Boxes of Spinning, In Sheet Form, for Rolling Strips	5.0%		
4823	482390700003	Cards , In Sheet Form , for Rolling Strings	5.0%		
4823	482390700004	Cards , In Sheet Form , for Rolling Strips	5.0%		
4823	482390800000	- - - artificial guts of waterproofing paper for sausages	5.0%	-	Supplier declaration of conformity
4823	482390920000	- - - - Paper wool for wrapping	5.0%	Technical packaging	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)
4823	482390930001	Strips Made of Paper Whether or not Folded, and for other uses	5.0%	paper and cardboard	
4823	482390930002	Strips Made of Paper whether or not painted for braid , and for other uses	5.0%		
4823	482390990001	Width Stands made of paper board for office supplies	10.0%		
4823	482390990002	Width stands made of paper board for office goods	10.0%		
4823	482390990004	Boarding pass, not printed	10.0%		
4823	482390990005	Taqat cards for laggages, not printed	10.0%		
4823	482390999999	others	10.0%		

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Legal Framework –Tableware HS Codes with Customs Tariff

Item	Full HS Code	Type	Tariff	Technical regulations	Required Procedures	Item	Full HS Code	Type	Tirraf	Technical regulations	Required Procedures
6911	691110000001	Tea and coffee sets.	5.0%	food safety in tools and devices used in the kitchen	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)	6912	691200000001	Tea and coffee sets.	5.0%	food safety in tools and devices used in the kitchen	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)
6911	691110000002	Soup dishes.	5.0%			6912	691200000002	Soup dishes.	5.0%		
6911	691110000003	Salad bowls.	5.0%			6912	691200000004	All kinds of dishes and trays.	5.0%		
6911	691110000005	coffee and tea pots.	5.0%			6912	691200000005	coffee and tea pots.	5.0%		
6911	691110000012	Coffee cups.	5.0%			6912	691200000012	Coffee cups.	5.0%		
6911	691110000013	Tea Cups.	5.0%			6912	691200000013	Tea Cups	5.0%		
6911	691110000017	Casserole, cooking potts and earthenware with all shapes and sizes.	5.0%			6912	691200009999	Other	5.0%		
6911	691110009999	Other	5.0%			6912	691200000000	- Other	5.0%		
6911	691190000000	- Other	5.0%								

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Legal Framework –Tableware HS Codes with Customs Tariff

Item	Full HS Code	Type	Tarriff	Technical regulations	Required Procedures
7508	7508905000 00	- - - Domestic and kitchen articles	5%	food safety in tools and devices used in the kitchen	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)
7508	750890900000	- - - Other	12%	-	Supplier declaration of conformity
7615	761510100000	- - Pot scourers and scourina or polishing pads, gloves and the like	12%	-	
7615	761510200001	aluminum foil dishes	15%	food safety in tools and devices used in the kitchen	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)
7615	761510200002	aluminum foil Trays	15%	food safety in tools and devices used in the kitchen	
7615	761510900001	aluminum Hoon	15%	food safety in tools and devices used in the kitchen	
7615	761510900002	aluminum coffee pots	15%	food safety in tools and devices used in the kitchen	
7615	761510900003	aluminum cup cakes	15%	food safety in tools and devices used in the kitchen	
7615	761510900004	aluminum cup	15%	food safety in tools and devices used in the kitchen	
7615	761510900005	Aluminum tea pots	15%	food safety in tools and devices used in the kitchen	
7615	761510900006	aluminum pots	15%	food safety in tools and devices used in the kitchen	
7615	761510900007	aluminum pans	15%	food safety in tools and devices used in the kitchen	
7615	761510900008	aluminum fumigator	15%	-	
7615	761510900009	DISPOSABLE GRILLS	15%	food safety in tools and devices used in the kitchen	
7615	761510909999	Other	15%	food safety in tools and devices used in the kitchen	

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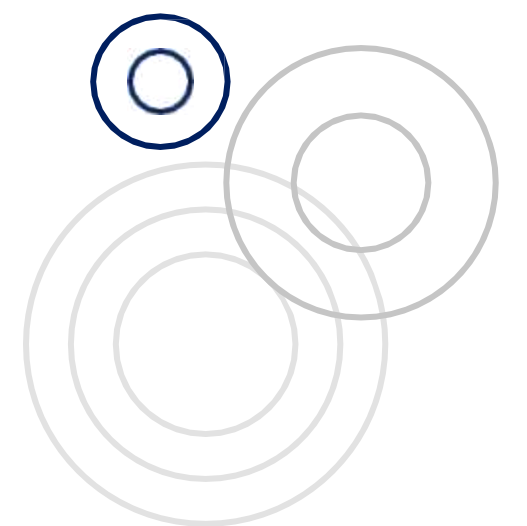
Legal Framework –Tableware HS Codes with Customs Tariff

Item	Full HS Code	Type	Tariff	Technical regulations	Required Procedures	Item	HS Code	Type	Tariff	Technical Regulations	Required Procedures
8007	800700100000	- - - Vats, reservoirs, drums and other containers(not fitted with mechanical or thermal equipment)	5%		Supplier declaration of conformity	8205	820530000000	Planes, chisels, gouges and similar cutting tools for wood working	5.0%		Supplier declaration of conformity
8007	800700300000	- - - Household ,kitchen and tableware (jugs, trays, plates . . etc.)	5%	food safety in tools and devices used in the kitchen	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)	8205	820551000001	metal cans Key	5.0%	food safety in tools and devices used in the kitchen	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)
8007	800700900000	- - - Other	5%		Supplier declaration of conformity	8205	820551000002	Bottles openings	5.0%		
8215	821510000000	- Sets of assorted articles containing at least one article plated with precious metal	5%	food safety in tools and devices used in the kitchen	Quality Mark Certificate (QM) or Product Certificate of Conformity (COC)	8205	820551000004	Egg or cream beater	5.0%		
8215	821520000000	- Other sets of assorted articles	5%			8205	820551000007	Nutcracker	5.0%		
8215	821591000000	-- Plated with precious metal	5%			8205	820551000011	sharpener	5.0%		
8215	821599000000	-- Other	5%			8205	820551000012	Pancakes cutters	5.0%		
						8205	820551000017	Vegetable Cutters	5.0%		
				8205	820551000018	Egg cutters	5.0%				
				8205	820551009999	Other	5.0%				
				8205	820559200000	- - - Hand lubricators	5.0%	Supplier declaration of conformity			
				8205	820559900000	- - - Other	5.0%				
				8205	820560000000	- Blow lamps	5.0%				
				8205	820570000000	- Vices, clamps and the like	5.0%				
				8205	820590200000	- - - Household hand tools	5.0%				

Source: SABER (SASO) & Zakt



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