

Computers and Peripherals in Saudi Arabia

Market Direction | 2022-08-16 | 25 pages | Euromonitor

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Report description:

Computers and peripherals is a relatively mature category in the country. It witnessed a surge in growth when the pandemic regulations hit the hardest in 2020-2021 owing to working from home policies and remote learning conditions applied to control the spread of COVID-19. However, since all COVID-19-related restrictions were lifted from the year 2022, as vaccination rates neared 100% and in-person school and working returned, after the high momentum in 2020 and 2021, sales of laptops, printers...

Euromonitor International's Computers and Peripherals in Saudi Arabia report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers, Peripherals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Computers and Peripherals market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Computers and Peripherals in Saudi Arabia
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List Of Contents And Tables

COMPUTERS AND PERIPHERALS IN SAUDI ARABIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Stagnancy in 2022, after growth during pandemic years, with desktops failing to achieve growth

Competition is driving upgrades and new launches in laptops

Expansion of gaming computers in Saudi Arabia

Laptops are increasingly popular in the business environment

PROSPECTS AND OPPORTUNITIES

Robust demand expected for gaming PCs

With constant advances in technology, the average unit price is expected to increase

Foldable and dual screens could have potential

CATEGORY DATA

Table 1 Sales of Computers and Peripherals by Category: Volume 2017-2022

Table 2 Sales of Computers and Peripherals by Category: Value 2017-2022

Table 3 Sales of Computers and Peripherals by Category: % Volume Growth 2017-2022

Table 4 Sales of Computers and Peripherals by Category: % Value Growth 2017-2022

Table 5 Sales of Computers by Category: Business Volume 2017-2022

Table 6 Sales of Computers by Category: Business Value MSP 2017-2022

Table 7 Sales of Computers by Category: Business Volume Growth 2017-2022

Table 8 Sales of Computers by Category: Business Value MSP Growth 2017-2022

Table 9 NBO Company Shares of Computers and Peripherals: % Volume 2018-2022

Table 10 □LBN Brand Shares of Computers and Peripherals: % Volume 2019-2022

Table 11 □Distribution of Computers and Peripherals by Channel: % Volume 2017-2022

Table 12 □Forecast Sales of Computers and Peripherals by Category: Volume 2022-2027

Table 13 □Forecast Sales of Computers and Peripherals by Category: Value 2022-2027

Table 14 □Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2022-2027

Table 15 □Forecast Sales of Computers and Peripherals by Category: % Value Growth 2022-2027

Table 16 □Forecast Sales of Computers by Category: Business Volume 2022-2027

Table 17 □Forecast Sales of Computers by Category: Business Value MSP 2022-2027

Table 18 □Forecast Sales of Computers by Category: Business Volume Growth 2022-2027

Table 19 □Forecast Sales of Computers by Category: Business Value MSP Growth 2022-2027

CONSUMER ELECTRONICS IN SAUDI ARABIA

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 20 Sales of Consumer Electronics by Category: Volume 2017-2022

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Table 21 Sales of Consumer Electronics by Category: Value 2017-2022
Table 22 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022
Table 23 Sales of Consumer Electronics by Category: % Value Growth 2017-2022
Table 24 NBO Company Shares of Consumer Electronics: % Volume 2018-2022
Table 25 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022
Table 26 Distribution of Consumer Electronics by Channel: % Volume 2017-2022
Table 27 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027
Table 28 Forecast Sales of Consumer Electronics by Category: Value 2022-2027
Table 29 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027
Table 30 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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