

## **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.

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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

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