

Consumer Electronics in Saudi Arabia

Market Direction | 2022-08-16 | 84 pages | Euromonitor

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Report description:

In 2022, consumer electronics is expected to witness growth similar to the previous year, with growth in both retail volume and current value terms. In this year, consumer electronics has seen bigger and newer technological advances as manufacturers compete to bring the best to the market and retain or even grow their shares in the country. Saudi Arabia is seeing an increased pace of digitalisation and supports a tech-savvy population, largely because of the number of young people in the country...

Euromonitor International's Consumer Electronics 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 and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

Why buy this report?

- * Get a detailed picture of the Consumer Electronics 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

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reliable information resources to help drive informed strategic planning.

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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

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Newer technologies lead to redundancy for home audio and cinema products

Promotions limit the decline in home cinema and speaker systems

PROSPECTS AND OPPORTUNITIES

Unit prices expected to remain stable as players focus on pushing sales

Integration of smart technology to limit decline in the forecast period

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