

## **Mobile Phones in Saudi Arabia**

Market Direction | 2022-08-16 | 21 pages | Euromonitor

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### **Report description:**

Smartphones is a dynamic category in Saudi Arabia, supported by high disposable incomes, a large youth population, and enthusiasm for new technology. These factors are expected to continue driving sales growth in 2022, despite the fact that the penetration of smartphones is already high in the country. Smartphones is a happening category in the Kingdom. Despite seeing a decline in 2020 due to the COVID-19 pandemic and a struggling economy, in 2021 sales of smartphones increased and exceeded the...

Euromonitor International's Mobile Phones 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: Feature Phones, Smartphones.

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

Why buy this report?

- \* Get a detailed picture of the Mobile Phones 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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reliable information resources to help drive informed strategic planning.

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