

## **Appliances and Electronics Specialists in Saudi Arabia**

Market Direction | 2024-03-28 | 38 pages | Euromonitor

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### **Report description:**

Appliances and electronics specialists in Saudi Arabia experienced steady growth in current value terms in 2023. Factors that contributed to this positive growth included increasing purchasing power, population growth and urbanisation. Furthermore, with inflation stabilising there was an increase in the number of replacement sales with a majority of the population willing to replace existing appliances with smarter, innovative, and smaller models. With consumers favouring premium, sophisticated,...

Euromonitor International's Appliances and Electronics Specialists in Saudi Arabia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- \* Get a detailed picture of the Appliances and Electronics Specialists 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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