

## **Consumer Electronics in the United Arab Emirates**

Market Direction | 2024-07-17 | 79 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

### **Report description:**

Demand for consumer electronics in the United Arab Emirates continues to rise in 2024. Despite a further increase in retail volumes, the significant rise in the average unit price of consumer electronics continues to push up more dynamic value sales growth. This surge in unit price is largely due to inflation, along with an increase in production costs, supply chain issues, and a stronger consumer interest in advanced technology.

Euromonitor International's Consumer Electronics in United Arab Emirates 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Consumer Electronics in the United Arab Emirates  
Euromonitor International  
July 2024

List Of Contents And Tables

CONSUMER ELECTRONICS IN THE UNITED ARAB EMIRATES

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2019-2024

Table 2 Sales of Consumer Electronics by Category: Value 2019-2024

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 10 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer spending trends shift in response to high inflation

Portable computers remains lucrative space due to high demand

Peripherals maintains stability due to home office setups

PROSPECTS AND OPPORTUNITIES

Growth of gaming and entertainment devices expected to sustain category's performance

Evolving peripherals as monitors adapt to complement laptops

Growing appetite for premium models as major players hold significant share

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2019-2024

Table 13 Sales of Computers and Peripherals by Category: Value 2019-2024

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2019-2024

Table 16 Sales of Computers by Category: Business Volume 2019-2024  
Table 17 Sales of Computers by Category: Business Value MSP 2019-2024  
Table 18 Sales of Computers by Category: Business Volume Growth 2019-2024  
Table 19 Sales of Computers by Category: Business Value MSP Growth 2019-2024  
Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2020-2024  
Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024  
Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2019-2024  
Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029  
Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2024-2029  
Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029  
Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029  
Table 27 Forecast Sales of Computers by Category: Business Volume 2024-2029  
Table 28 Forecast Sales of Computers by Category: Business Value MSP 2024-2029  
Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2024-2029  
Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

## IN-CAR ENTERTAINMENT IN THE UNITED ARAB EMIRATES

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Local floods positively impact category's performance due to damage  
Rising demand for high-tech connectivity and innovative products among consumers  
Stiff competition among key players

#### PROSPECTS AND OPPORTUNITIES

Inflation set to further hinder category's performance  
Potential remains for upgrades to cars with traditional systems  
Players to focus on profits over volume share

### CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2019-2024  
Table 32 Sales of In-Car Entertainment by Category: Value 2019-2024  
Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024  
Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2019-2024  
Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2020-2024  
Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024  
Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2019-2024  
Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029  
Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2024-2029  
Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029  
Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

## HOME AUDIO AND CINEMA IN THE UNITED ARAB EMIRATES

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Advances in home video continue to place pressure on home audio and cinema  
Shift towards premium wireless audio solutions  
Samsung remains a prominent player across home video

#### PROSPECTS AND OPPORTUNITIES

Premium audio systems can provide some stability amid decline  
Seasonal promotions dominate as consumers postpone purchases  
Retailers to further embrace omnichannel distribution strategy

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2019-2024

Table 43 Sales of Home Audio and Cinema by Category: Value 2019-2024

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029

Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029

Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

## HOME VIDEO IN THE UNITED ARAB EMIRATES

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Increasing demand for larger screen sizes of televisions in the United Arab Emirates

Competitive pricing strategies within LCD TVs

Chinese television manufacturers continue to gain share

### PROSPECTS AND OPPORTUNITIES

OLED TVs set to remain most dynamic performer over the forecast period

Average unit price is expected to continue rising

Online shift will continue to support home video's growth

## CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2019-2024

Table 54 Sales of Home Video by Category: Value 2019-2024

Table 55 Sales of Home Video by Category: % Volume Growth 2019-2024

Table 56 Sales of Home Video by Category: % Value Growth 2019-2024

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024

Table 58 NBO Company Shares of Home Video: % Volume 2020-2024

Table 59 LBN Brand Shares of Home Video: % Volume 2021-2024

Table 60 Distribution of Home Video by Channel: % Volume 2019-2024

Table 61 Forecast Sales of Home Video by Category: Volume 2024-2029

Table 62 □Forecast Sales of Home Video by Category: Value 2024-2029

Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2024-2029

Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2024-2029

Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

## IMAGING DEVICES IN THE UNITED ARAB EMIRATES

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Smartphones a major catalyst for decline in demand for digital cameras

Canon Middle East FZ-LLC retains strong lead of imaging devices

Adoption of omnichannel retail models

### PROSPECTS AND OPPORTUNITIES

Rise in smartphone photography set to negatively impact standard digital cameras

Generation Z to drive demand for professional-grade digital cameras

Balancing price and quality considerations - rise of "value hackers"

## CATEGORY DATA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 66 Sales of Imaging Devices by Category: Volume 2019-2024  
 Table 67 Sales of Imaging Devices by Category: Value 2019-2024  
 Table 68 Sales of Imaging Devices by Category: % Volume Growth 2019-2024  
 Table 69 Sales of Imaging Devices by Category: % Value Growth 2019-2024  
 Table 70 NBO Company Shares of Imaging Devices: % Volume 2020-2024  
 Table 71 LBN Brand Shares of Imaging Devices: % Volume 2021-2024  
 Table 72 Distribution of Imaging Devices by Channel: % Volume 2019-2024  
 Table 73 Forecast Sales of Imaging Devices by Category: Volume 2024-2029  
 Table 74 Forecast Sales of Imaging Devices by Category: Value 2024-2029  
 Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029  
 Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

## PORTABLE PLAYERS IN THE UNITED ARAB EMIRATES

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Growing consumer demand for wireless speakers  
 Popularity of smart homes boosts category's performance  
 Continual declines for portable media players due to shift towards smartphone usage

#### PROSPECTS AND OPPORTUNITIES

Streaming services set to drive demand for wireless speakers  
 Players prioritise product innovation in response to consumer demand  
 "Value hackers" seek affordable portable players

#### CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2019-2024  
 Table 78 Sales of Portable Players by Category: Value 2019-2024  
 Table 79 Sales of Portable Players by Category: % Volume Growth 2019-2024  
 Table 80 Sales of Portable Players by Category: % Value Growth 2019-2024  
 Table 81 NBO Company Shares of Portable Players: % Volume 2020-2024  
 Table 82 LBN Brand Shares of Portable Players: % Volume 2021-2024  
 Table 83 Distribution of Portable Players by Channel: % Volume 2019-2024  
 Table 84 Forecast Sales of Portable Players by Category: Volume 2024-2029  
 Table 85 Forecast Sales of Portable Players by Category: Value 2024-2029  
 Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029  
 Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

## MOBILE PHONES IN THE UNITED ARAB EMIRATES

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Demand for smartphones remains high despite rise in unit prices  
 Price plays a crucial role in driving demand amid inflationary pressures  
 Samsung retains lead of consolidated competitive landscape

#### PROSPECTS AND OPPORTUNITIES

Premiumisation set to drive up average unit price  
 E-commerce to support continuous volume growth of mobile phones  
 Budget-friendly brands expected to remain lucrative as competition stiffens

#### CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2019-2024  
 Table 89 Sales of Mobile Phones by Category: Value 2019-2024  
 Table 90 Sales of Mobile Phones by Category: % Volume Growth 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 91 Sales of Mobile Phones by Category: % Value Growth 2019-2024  
Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2021-2024  
Table 93 NBO Company Shares of Mobile Phones: % Volume 2020-2024  
Table 94 LBN Brand Shares of Mobile Phones: % Volume 2021-2024  
Table 95 Distribution of Mobile Phones by Channel: % Volume 2019-2024  
Table 96 Forecast Sales of Mobile Phones by Category: Volume 2024-2029  
Table 97 □Forecast Sales of Mobile Phones by Category: Value 2024-2029  
Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029  
Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029  
Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

#### WEARABLE ELECTRONICS IN THE UNITED ARAB EMIRATES

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Consumers gravitate towards more affordable options of wearable electronics

Post-pandemic wellness trend and payment convenience

Chinese brands gain share, while Samsung maintains its overall lead

##### PROSPECTS AND OPPORTUNITIES

Rise of "value hackers" who prioritise functionality

Downward trajectory for activity wearables as smart models continue to drive sales

Evolving retail landscape and the further rise of e-commerce

##### CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2019-2024  
Table 102 Sales of Wearable Electronics by Category: Value 2019-2024  
Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2019-2024  
Table 104 Sales of Wearable Electronics by Category: % Value Growth 2019-2024  
Table 105 NBO Company Shares of Wearable Electronics: % Volume 2020-2024  
Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2021-2024  
Table 107 Distribution of Wearable Electronics by Channel: % Volume 2019-2024  
Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2024-2029  
Table 109 Forecast Sales of Wearable Electronics by Category: Value 2024-2029  
Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029  
Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

#### HEADPHONES IN THE UNITED ARAB EMIRATES

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Demand for headphones continues to grow across the category

Category now dominated by TWS earbuds

Competition and innovation support demand for headphones in local market

##### PROSPECTS AND OPPORTUNITIES

Innovation set to remain a key differentiator among brands

Increasing demand for wireless and smart technology Integration

E-commerce set to gain further penetration as distribution channel

##### CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2019-2024  
Table 113 Sales of Headphones by Category: Value 2019-2024  
Table 114 Sales of Headphones by Category: % Volume Growth 2019-2024  
Table 115 Sales of Headphones by Category: % Value Growth 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 116 NBO Company Shares of Headphones: % Volume 2020-2024

Table 117 LBN Brand Shares of Headphones: % Volume 2021-2024

Table 118 Distribution of Headphones by Channel: % Volume 2019-2024

Table 119 Forecast Sales of Headphones by Category: Volume 2024-2029

Table 120 Forecast Sales of Headphones by Category: Value 2024-2029

Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2024-2029

Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2024-2029

## Consumer Electronics in the United Arab Emirates

Market Direction | 2024-07-17 | 79 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-04"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com