

## **Consumer Electronics in Saudi Arabia**

Market Direction | 2024-07-31 | 87 pages | Euromonitor

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### **Report description:**

Consumer electronics in Saudi Arabia is positively impacted by rising GDP and growing consumer confidence, supporting an upbeat performance in volume and current value growth. It is one of the fastest growing industries in the country underpinned by digitalisation and a large tech-savvy youth population that benefits from high purchasing power. Indeed, per capita purchasing power in Saudi Arabia is relatively high compared to world averages. On the supply side, continuous technological advancement...

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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### PROSPECTS AND OPPORTUNITIES

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 Technology upgrade led by AI integration will support category sales  
 Customisation to become a viable option in home audio and cinema

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Technological advances in digital imaging devices

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