

Mobile Phones in Saudi Arabia

Market Direction | 2024-07-31 | 21 pages | Euromonitor

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Report description:

Smartphones are ubiquitous devices in Saudi Arabia, reflecting the global trend. While affordability and technology upgrades led to a smartphone boom, volume sales have declined in recent years. The slowdown in volumes is reflective of the high penetration rate in Saudi Arabia which ranks high compared to the international average. Smartphone penetration stood at 85% in 2024. Demand for smartphone in Saudi Arabia is influenced by GDP per capita, consumer spending, and the consumer propensity for...

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.

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 reliable information resources to help drive informed strategic planning.

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