

**Consumer Electronics Retail in Saudi Arabia**

Industry Report | 2025-09-18 | 42 pages | MarketLine

**AVAILABLE LICENSES:**

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

**Report description:**

Consumer Electronics Retail in Saudi Arabia

## Summary

Consumer Electronics Retail in Saudi Arabia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

## Key Highlights

- Consumer electronics retail market includes the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.
- The Saudi Arabian consumer electronics retail market recorded revenues of \$18.1 billion in 2024, representing a compound annual growth rate (CAGR) of 4.5% between 2019 and 2024.
- The communications equipment segment accounted for the market's largest proportion in 2024, with total revenues of \$9.7 billion, equivalent to 53.4% of the market's overall value.
- In 2024, the Saudi Arabian consumer electronics retail market recorded an annual growth of 3.5% due to a decline in consumer price inflation. According to the General Authority for Statistics, in 2024, the consumer price inflation in Saudi Arabia reached 1.7%, down from 2.3% in 2023. Easing inflationary pressures helped stabilize household purchasing power, enabling consumers to spend more on discretionary categories such as smartphones, laptops, and household appliances.

## Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer

electronics retail market in Saudi Arabia

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Saudi Arabia
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Saudi Arabia consumer electronics retail market with five year forecasts

## Reasons to Buy

- What was the size of the Saudi Arabia consumer electronics retail market by value in 2024?
- What will be the size of the Saudi Arabia consumer electronics retail market in 2029?
- What factors are affecting the strength of competition in the Saudi Arabia consumer electronics retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Saudi Arabia's consumer electronics retail market?

## **Table of Contents:**

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Category segmentation

1.4. Geography segmentation

1.5. Market rivalry

1.6. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Who are the leading players?

7.2. What are the strategies of the leading players?

7.3. What are the strengths of the leading players?

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

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

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

- 8 Company Profiles
  - 8.1. Jarir Marketing Co
  - 8.2. United Yousef M Naghi Co Ltd
  - 8.3. Amazon.com Inc
- 9 Macroeconomic Indicators
  - 9.1. Country data
- 10 Appendix
  - 10.1. Methodology
  - 10.2. Industry associations
  - 10.3. Related MarketLine research
  - 10.4. About MarketLine

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

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

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

**Consumer Electronics Retail in Saudi Arabia**

Industry Report | 2025-09-18 | 42 pages | MarketLine

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 (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		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="2026-02-11"/>
		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](http://www.scotts-international.com)