

Saudi Arabia Consumer Electronics Report Q2 2015

<https://marketpublishers.com/r/S7438E74E63EN.html>

Date: April 2015

Pages: 82

Price: US\$ 1,295.00 (Single User License)

ID: S7438E74E63EN

Abstracts

Includes 3 FREE quarterly updates

BMI View: Saturation in key device categories such as smartphones and tablets means growth will be subdued in the Saudi consumer electronics market over 2015-2019, with a forecast compound annual growth rate of 2.3%. Although overall growth prospects are limited, we expect the market to remain highly lucrative to vendors due to high incomes and a fashion conscious local consumer base. The mid- to highend consumer electronics devices market will experience strong value growth during our forecast period to 2019 on the back of rising income, especially for public-sector workers. However, growth in the low end of the market will be constrained by the exit of a considerable number of migrant workers in the last two years under the government's 'Saudization' policy.

Headline Expenditure Projections

Computer Hardware Sales: USD2.36bn in 2014 and USD2.35bn in 2015, down 0.4% year-on-year. The desktop and notebook market is forecast to remain stable, but a decline in tablet volumes will act as a drag on overall value growth.

AV Sales: USD1.64bn in 2014 to USD1.65bn in 2015, up 1.0%. The latest flat-screen TVs and soundbars will boost market value despite relatively low volumes due to the high price of UHD TVs.

Handset Sales: USD5.7bn in 2014 to USD6.0bn in 2015, up 5.1%. Handset market will return to stronger growth after a combination of Saudisation, smartphone market saturation and price erosion resulted in market contraction in 2014.

Contents

BMI Industry View

SWOT Analysis

Consumer Electronics Market

Political

Economic

Operational Risk

Industry Forecast

Table: Consumer Electronics Overview (Saudi Arabia 2013-2019)

Macroeconomic Forecasts

Economic Analysis

Table: Bmi Crude Oil Price Forecast

Industry Risk Reward Index

Industry Risk/Reward Index

Table: MENA Consumer Electronics Risk/Reward Index, Q215

Market Overview

Computers

Table: PC Sales (Saudi Arabia 2013-2019)

AV Devices

Table: AV Sales (Saudi Arabia 2013-2019)

Mobile Devices

Table: Mobile Communications (Saudi Arabia 2013-2019)

Competitive Landscape

Local Companies

Table: Modern Electronics Company Limited

Table: Alesayi Electronics

Table: United Matbouli Group

Table: MeMega

Table: eXtra

Industry Trends And Developments

Company Profile

Eros Group

Jumbo Electronics

Axiom Telecom

Demographic Forecast

Table: Population Headline Indicators (Saudi Arabia 1990-2025)

Table: Key Population Ratios (Saudi Arabia 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Saudi Arabia 1990-2025)

Table: Population By Age Group (Saudi Arabia 1990-2025)

Table: Population By Age Group % (Saudi Arabia 1990-2025)

Methodology

Industry Forecast Methodology

Sector-Specific Methodology

Sources

Risk/Reward Index Methodology

Sector-Specific Methodology

Table: Consumer Electronics Risk/Reward Index Indicators

Table: Weighting Of Indicators

I would like to order

Product name: Saudi Arabia Consumer Electronics Report Q2 2015

Product link: <https://marketpublishers.com/r/S7438E74E63EN.html>

Price: US\$ 1,295.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S7438E74E63EN.html>