

Saudi Arabia Consumer Electronics Report Q4 2015

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Abstracts

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BMI View: Saturation in device categories such as tablets and smartphones will result in subdued growth in the Saudi consumer electronics market over 2015-2019, with a compound annual growth rate of 2.3%. We anticipate that the market will remain highly lucrative to vendors due to high incomes and a fashionconscious domestic consumer base. The mid-to-high-end consumer electronics devices market will experience strong value growth during our forecasting period to 2019 as incomes rise, especially for public sector workers. The low end of the market may be constrained due to the exit of a considerable number of migrant workers under the governments 'Saudisation' policy.

Headline Expenditure Projections

Computer Hardware Sales: Set to decrease from USD2.36 in 2014 to USD2.35mn in 2015. 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 as the market continues to adjust to the initial rapid diffusion of ownership among the core user group.

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