

Saudi Arabia Information Technology Q3

<https://marketpublishers.com/r/S46439563EDEN.html>

Date: August 2012

Pages: 72

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

ID: S46439563EDEN

Abstracts

Includes 3 FREE quarterly updates

BMI View: Saudi IT spending is expected to reach US\$2.1bn in 2012, up 9%, with BMI upwardly revising its forecast after the PC market outperformed the MEA region to report solid growth in 2011. Saudi Arabia has the biggest IT market in the Gulf region and the kingdom will continue to be a lucrative market for technology products and services over the forecast period as it invests to upgrade its IT and communications infrastructure. The country's relative political stability compared with some others in the region will also attract vendors.

Headline Expenditure Projections

Computer hardware sales: US\$2.0bn in 2011 to US\$2.1bn in 2012, +8% in US dollar terms. Forecast in US dollar terms upwardly revised due to stronger than expected PC sales growth in 2011.

Software sales: US\$699mn in 2011 to US\$772mn in 2012, +10% in US dollar terms. Forecast in US dollar terms upwardly revised due to analyst modification and software-as-a-service (SaaS) business models are expected to provide a growing opportunity for vendors.

IT services sales: US\$1.1bn in 2011 to US\$1.2bn in 2012, +10% in US dollar terms. Forecast in US dollar terms upwardly revised due to analyst modification, with increased spending on ICT infrastructure translating into long-term growth in IT services investment **Risk/Reward Ratings:** Saudi Arabia's score was 51.5 out of 100.0. Saudi Arabia was in fifth place in our latest MEA RRR table.

Key Trends & Developments.

Riyadh's 2012 budget has a heavy focus on capital investment to improve the country's transport, energy and social services infrastructure - and this should generate more opportunities for vendors of IT products and services. The next period promises to see more opportunities in sectors such as oil and gas, financial services, healthcare, education and communications.

Youthful demographics and a growing population should drive demand as BMI predicts that per capita IT spend will reach US\$195 by 2016, with PC penetration rising to more than 30%. We see the consumer PC segment holding up relatively well in 2012 as public sector wages, social benefits and food and fuel subsidies have all been hiked substantially in the past year.

Government-driven investments in transportation, property constructions, and water and power plants, will drive opportunities for IT vendors. The government's five-year development plan focuses mainly on infrastructure and aims to boost the role of the non-hydrocarbon private sector. Meanwhile, a major restructuring of the electricity market should also create opportunities for technology vendors.

Contents

Executive Summary

SWOT Analysis

Saudi Arabia IT Sector SWOT

Saudi Arabia Telecoms Industry SWOT

Saudi Arabia Political SWOT

Saudi Arabia Economic SWOT

Saudi Arabia Business Environment SWOT

MEA IT Risk/Reward Ratings

MEA Q312 IT Risk/Reward Ratings

IT Markets Overview

IT Penetration

Sectors And Verticals

Market Overview

Government Authority

Industry Developments

Industry Forecast

Table: Saudi Arabia IT Industry - Historical Data And Forecasts (US\$m unless otherwise stated), 2008-2016

Industry Forecast Internet

Table: Telecoms Sector - Internet - Historical Data & Forecasts, 2009-2016

Competitive Landscape

Table: Regional Broadband Penetration Overview

Macroeconomic Forecast

Saudi Arabia - GDP By Expenditure, Real Growth %, 2008-2016

Company Profiles

Hewlett-Packard

IBM

Microsoft Corporation

Saudi Arabia Demographic Data

Table: Saudi Arabia's Population By Age Group, 1990-2020 ('000)

Table: Saudi Arabia's Population By Age Group, 1990-2020 (% of total)

Table: Saudi Arabia's Key Population Ratios, 1990-2020

Table: Saudi Arabia's Rural And Urban Population, 1990-2020

BMI Methodology

How We Generate Our Industry Forecasts

Transport Industry

Sources

I would like to order

Product name: Saudi Arabia Information Technology Q3

Product link: <https://marketpublishers.com/r/S46439563EDEN.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/S46439563EDEN.html>