

Consumer Electronics in Saudi Arabia

https://marketpublishers.com/r/CE22F74FBA9EN.html

Date: July 2023

Pages: 89

Price: US\$ 2,650.00 (Single User License)

ID: CE22F74FBA9EN

Abstracts

Consumer electronic is seeing variable recovery in 2023, after the dip in sales the former year due to the heightened demand for personal electronics during the era of COVID-19, thus resulting in a following organic decline due to saturation. Majorly effected categories in this sense include laptops, smartphones, and televisions. Only a few categories are seeing volume growth in 2023, with wearable electronics seeing the strongest double-digit volume growth, followed by headphones in single-digi...

Euromonitor International's Consumer Electronics 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: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Electronics 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.



Contents

CONSUMER ELECTRONICS IN SAUDI ARABIA

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 2 Sales of Consumer Electronics by Category: Value 2018-2023

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN SAUDI ARABIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Computers and peripherals remain in a volume decline following pandemic-era boost to sales

Key consumer groups support the revival of desktop sales in Saudi Arabia

Key players continue to innovate to stay relevant, as LG introduces a new lineup of monitors

PROSPECTS AND OPPORTUNITIES

Innovations in technology expected to attract further attention to laptops over the forecast period

Replacement cycles of personal computers to lengthen over the forecast period E-commerce to continue gaining transaction for viable purchases



CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 13 Sales of Computers and Peripherals by Category: Value 2018-2023

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 16 Sales of Computers by Category: Business Volume 2018-2023

Table 17 Sales of Computers by Category: Business Value MSP 2018-2023

Table 18 Sales of Computers by Category: Business Volume Growth 2018-2023

Table 19 Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2023-2028

Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028

Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028

Table 27 Forecast Sales of Computers by Category: Business Volume 2023-2028

Table 28 Forecast Sales of Computers by Category: Business Value MSP 2023-2028

Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2023-2028

Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

IN-CAR ENTERTAINMENT IN SAUDI ARABIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

In-car entertainment continues to diminish as navigation systems become defunct Dual screen multimedia players witness demand in Saudi Arabia

New features in in-car entertainment systems support new sales prospects

PROSPECTS AND OPPORTUNITIES

Car audio devices to become smaller and lighter over the forecast period
Built-in systems reduce the natural demand for an external installations
5G-supported devices to make their way into in-car entertainment over the forecast period

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2018-2023



Table 32 Sales of In-Car Entertainment by Category: Value 2018-2023

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2019-2023

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2018-2023

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2023-2028

Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028

Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

HOME AUDIO AND CINEMA IN SAUDI ARABIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home cinema and speaker systems increasingly set to support wireless connectivity

Newer technologies drive out sales for redundant home audio systems

Conventional speaker sales cannibalised by wireless speakers

PROSPECTS AND OPPORTUNITIES

Artificial intelligence to revolutionise the home cinema experience over the forecast period

Unit prices expected to remain stable, as players focus on pushing sales

Home audio and cinema devices to increasingly become wireless

CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2018-2023

Table 43 Sales of Home Audio and Cinema by Category: Value 2018-2023

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028

Table 51 Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028

Table 52 Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

HOME VIDEO IN SAUDI ARABIA

KEY DATA FINDINGS



2023 DEVELOPMENTS

Samsung, LG, and Haier launch their OLED TVs in Saudi Arabia

TCL Corp grows its footprint in the Kingdom with a new TV range

Polarised offers influence the purchasing decisions of consumers for TVs

PROSPECTS AND OPPORTUNITIES

Popularity of 8K enabled TVs expected to boom over the forecast period

Larger screen sizes to attract ongoing attention over the forecast period

E-commerce expected to remain strong, thanks to convenience for consumers

CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2018-2023

Table 54 Sales of Home Video by Category: Value 2018-2023

Table 55 Sales of Home Video by Category: % Volume Growth 2018-2023

Table 56 Sales of Home Video by Category: % Value Growth 2018-2023

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023

Table 58 NBO Company Shares of Home Video: % Volume 2019-2023

Table 59 LBN Brand Shares of Home Video: % Volume 2020-2023

Table 60 Distribution of Home Video by Channel: % Volume 2018-2023

Table 61 Forecast Sales of Home Video by Category: Volume 2023-2028

Table 62 Forecast Sales of Home Video by Category: Value 2023-2028

Table 63 Forecast Sales of Home Video by Category: % Volume Growth 2023-2028

Table 64 Forecast Sales of Home Video by Category: % Value Growth 2023-2028

Table 65 Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

IMAGING DEVICES IN SAUDI ARABIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Upgrades in smartphone cameras continue to hamper sales for digital imaging devices

Camera manufacturers target niche audiences with product upgrades

Average unit prices for digital cameras are pushed up

PROSPECTS AND OPPORTUNITIES

Imaging devices to continue on a decline, as they keep getting replaced by smartphones

Key players to continue refining the technology provision in imaging devices Mirrorless cameras will attract attention in line with ongoing developments CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2018-2023

Table 67 Sales of Imaging Devices by Category: Value 2018-2023

Table 68 Sales of Imaging Devices by Category: % Volume Growth 2018-2023

Table 69 Sales of Imaging Devices by Category: % Value Growth 2018-2023



Table 70 NBO Company Shares of Imaging Devices: % Volume 2019-2023

Table 71 LBN Brand Shares of Imaging Devices: % Volume 2020-2023

Table 72 Distribution of Imaging Devices by Channel: % Volume 2018-2023

Table 73 Forecast Sales of Imaging Devices by Category: Volume 2023-2028

Table 74 Forecast Sales of Imaging Devices by Category: Value 2023-2028

Table 75 Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028

Table 76 Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

PORTABLE PLAYERS IN SAUDI ARABIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

E-reader sales continue to plummet due to lack of consumer demand

Prospect of demand for smart speakers ahead

Amazon launches Saudi-dialect speaking Alexa

PROSPECTS AND OPPORTUNITIES

Sales for wireless speakers likely to slow down over the forecast period

Smart speakers will continue to grow, albeit remain relatively niche

Competitive status quo expected to remain unchanged

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2018-2023

Table 78 Sales of Portable Players by Category: Value 2018-2023

Table 79 Sales of Portable Players by Category: % Volume Growth 2018-2023

Table 80 Sales of Portable Players by Category: % Value Growth 2018-2023

Table 81 NBO Company Shares of Portable Players: % Volume 2019-2023

Table 82 LBN Brand Shares of Portable Players: % Volume 2020-2023

Table 83 Distribution of Portable Players by Channel: % Volume 2018-2023

Table 84 Forecast Sales of Portable Players by Category: Volume 2023-2028

Table 85 Forecast Sales of Portable Players by Category: Value 2023-2028

Table 86 Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028

Table 87 Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

MOBILE PHONES IN SAUDI ARABIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Smartphone sales take a dip in post-pandemic in Saudi Arabia, while Samsung maintains its strong lead

Tech trends from 5G networks to digital payments help to support smartphones London-based technology brand "Nothing" enters KSA, as competition becomes stronger

PROSPECTS AND OPPORTUNITIES

Key players will continue to develop the category further over the forecast period



Innovation in technology to drive sales for smartphones

Replacement cycles set to extend over the forecast period

Consumers to utilise instalment programmes to purchase premium smartphones

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2018-2023

Table 89 Sales of Mobile Phones by Category: Value 2018-2023

Table 90 Sales of Mobile Phones by Category: % Volume Growth 2018-2023

Table 91 Sales of Mobile Phones by Category: % Value Growth 2018-2023

Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 93 NBO Company Shares of Mobile Phones: % Volume 2019-2023

Table 94 LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 95 Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 96 Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 97 Forecast Sales of Mobile Phones by Category: Value 2023-2028

Table 98 Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 99 Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 100 Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

WEARABLE ELECTRONICS IN SAUDI ARABIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Electronic wearables see a sales boost, driven by the success of smartwatches Key players look to differentiate offerings in wearables

Limited compatibility with co-branded smartphones somewhat restricts the use of smartwatches

HUAWEI WATCH Buds cited as an "industry first" two-in-one watch-earbuds model PROSPECTS AND OPPORTUNITIES

Key players set to focus on innovation and development over the forecast years

Consumer electronics industry in Saudi Arabia set to support growth of smartwatches

Wearables to see longer battery lives over the forecast period

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2018-2023

Table 102 Sales of Wearable Electronics by Category: Value 2018-2023

Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023

Table 104 Sales of Wearable Electronics by Category: % Value Growth 2018-2023

Table 105 NBO Company Shares of Wearable Electronics: % Volume 2019-2023

Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

Table 107 Distribution of Wearable Electronics by Channel: % Volume 2018-2023

Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028

Table 109 Forecast Sales of Wearable Electronics by Category: Value 2023-2028



Table 110 Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028

Table 111 Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

HEADPHONES IN SAUDI ARABIA KEY DATA FINDINGS 2023 DEVELOPMENTS

Wireless headphones/earphones project growth in Saudi Arabia

Key players segment headphone types to differentiate their offerings

Sony announces new LinkBuds S "Earth Blue" model – the smallest and lightest, noise cancelling, wireless headphones made from recycled materials

PROSPECTS AND OPPORTUNITIES

Smart and wireless headphones to propel category growth over the forecast period Average unit prices to reduce over the coming years

Voice assistant apps and integration will also stimulate category competition CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2018-2023

Table 113 Sales of Headphones by Category: Value 2018-2023

Table 114 Sales of Headphones by Category: % Volume Growth 2018-2023

Table 115 Sales of Headphones by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Headphones: % Volume 2019-2023

Table 117 LBN Brand Shares of Headphones: % Volume 2020-2023

Table 118 Distribution of Headphones by Channel: % Volume 2018-2023

Table 119 Forecast Sales of Headphones by Category: Volume 2023-2028

Table 120 Forecast Sales of Headphones by Category: Value 2023-2028

Table 121 Forecast Sales of Headphones by Category: % Volume Growth 2023-2028

Table 122 Forecast Sales of Headphones by Category: % Value Growth 2023-2028



I would like to order

Product name: Consumer Electronics in Saudi Arabia

Product link: https://marketpublishers.com/r/CE22F74FBA9EN.html

Price: US\$ 2,650.00 (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/CE22F74FBA9EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:		
Last name:		
Email:		
Company:		
Address:		
City:		
Zip code:		
Country:		
Tel:		
Fax:		
Your message:		
	**All fields are required	
	Custumer signature	

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970