

# Home Video in Saudi Arabia

<https://marketpublishers.com/r/H626174FE6DEN.html>

Date: July 2023

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: H626174FE6DEN

## Abstracts

Players appear to be focussing on OLED TVs, with a number of launches from well-known names in the Kingdom of Saudi Arabia, including from brands Samsung, LG, and Haier. Samsung (represented by United Matbouli Group in the KSA) is the leading brand in home video overall, with just under half of all brand shares. The new launch comes as part of the player's strategy to widen its offers for smart TV users. With this new addition, Samsung's position in the premium TV segment will be further strengt...

Euromonitor International's Home Video 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:** Televisions, Video Players.

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

### Why buy this report?

Get a detailed picture of the Home Video 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

### 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 1 Sales of Home Video by Category: Volume 2018-2023

Table 2 Sales of Home Video by Category: Value 2018-2023

Table 3 Sales of Home Video by Category: % Volume Growth 2018-2023

Table 4 Sales of Home Video by Category: % Value Growth 2018-2023

Table 5 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023

Table 6 NBO Company Shares of Home Video: % Volume 2019-2023

Table 7 LBN Brand Shares of Home Video: % Volume 2020-2023

Table 8 Distribution of Home Video by Channel: % Volume 2018-2023

Table 9 Forecast Sales of Home Video by Category: Volume 2023-2028

Table 10 Forecast Sales of Home Video by Category: Value 2023-2028

Table 11 Forecast Sales of Home Video by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Home Video by Category: % Value Growth 2023-2028

Table 13 Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

### 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 14 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 15 Sales of Consumer Electronics by Category: Value 2018-2023

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 23 Forecast Sales of Consumer Electronics by Category: % Volume Growth  
2023-2028

Table 24 Forecast Sales of Consumer Electronics by Category: % Value Growth  
2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Home Video in Saudi Arabia

Product link: <https://marketpublishers.com/r/H626174FE6DEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H626174FE6DEN.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**

Customer 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