

# Home Video in Saudi Arabia

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#### **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.



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