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Video Players in Saudi Arabia

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Abstracts

Video players recorded a slight decline in volume terms during 2011. Even though Saudi consumers are very keen on in-home entertainment, competition from internet-enabled televisions, a greater variety of TV channels as well as the growing prominence of converters, decoders, and receivers meant that video players were no longer on the top of the list. Growth in 2011 was much lower than the review period CAGR of 6%, which was mostly driven by demand for DVD players.

Euromonitor International's Video Players 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: BD Players, Combi Players, DVD Players, Video Recorders.

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

Why buy this report?

Get a detailed picture of the Video Players market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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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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