

# **Saudi Arabia Bluetooth Speaker Market By Product Type (Portable, Fixed), By Type (Smart Bluetooth Speakers, Conventional Bluetooth Speakers), By Sales Channel (Online, Specialty Stores, Supermarkets/Hypermarkets, Others), By Region, Competition Forecast & Opportunities, 2020-2030F**

<https://marketpublishers.com/r/S2D3EBDA056DEN.html>

Date: July 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: S2D3EBDA056DEN

## **Abstracts**

### Market Overview

Saudi Arabia Bluetooth Speaker Market was valued at USD 153.65 Million in 2024 and is expected to reach USD 293.91 Million by 2030 with a CAGR of 11.48% during the forecast period. The market is fueled by the growing penetration of smartphones, a rising demand for wireless audio devices, youth-driven music consumption trends, higher disposable incomes, and the increasing adoption of smart home technologies. The demand for portable speakers, along with advanced features and the expansion of online retail, is also driving market growth, particularly in urban and semi-urban regions. Wireless audio devices are experiencing rapid growth, fueled by evolving consumer preferences and technological advancements. With positive global projections, Saudi Arabia is expected to follow a similar trend, driven by the rising demand for portable, convenient, and high-quality sound solutions. Bluetooth-enabled devices are becoming more popular, thanks to the increasing use of smartphones, a younger, tech-savvy population, and greater access to digital content.

### Key Market Drivers

Rising Smartphone Penetration and Internet Connectivity

The rapid increase in smartphone ownership across Saudi Arabia is a major factor driving the demand for Bluetooth speakers. As of recent years, smartphone penetration in the Kingdom has exceeded 90%, with widespread access to 4G and growing availability of 5G networks. This connectivity allows consumers to stream high-quality audio content anytime and anywhere, creating a strong need for portable, high-performance wireless audio devices. Bluetooth speakers offer a seamless way to amplify content from mobile devices—whether it's music, podcasts, or video streaming. With platforms like YouTube, Spotify, and Apple Music gaining popularity, users increasingly prefer Bluetooth speakers for better sound quality at home or on the go. According to recent data, Saudi Arabia had 36.84 million internet users at the beginning of 2024, representing a 99.0% internet penetration rate. Additionally, there were 35.10 million social media users, making up 94.3% of the population. Furthermore, the country had 49.89 million active cellular mobile connections, which equates to 134.1% of the total population.

## Key Market Challenges

### Intense Market Competition and Price Sensitivity

One of the major challenges in the Saudi Bluetooth speaker market is the high level of competition. The market is saturated with both global brands (like JBL, Sony, Bose) and numerous low-cost alternatives from Chinese and regional manufacturers. While this provides consumers with a wide range of options, it puts immense pressure on companies to remain competitive in pricing, features, and quality. Many consumers in Saudi Arabia, particularly those in the budget-conscious segment, are driven by price rather than brand loyalty. This creates a race to the bottom, where brands are forced to reduce prices or offer discounts to maintain market share, which in turn reduces profit margins. Premium brands must work harder to differentiate their offerings through design, sound quality, battery life, or smart features, but not all consumers are willing to pay a premium for these attributes.

## Key Market Trends

### Integration with Smart Home Ecosystems

The Saudi Arabian market is witnessing a significant shift towards smart home technologies, with Bluetooth speakers playing a central role in this transformation. Consumers are increasingly seeking devices that seamlessly integrate with their smart home setups, allowing for centralized control of various functions. Bluetooth speakers

equipped with AI voice assistants like Amazon Alexa and Google Assistant are gaining popularity, enabling users to control lighting, thermostats, and other smart devices through voice commands. This trend is further supported by the availability of speakers that understand Arabic language commands, enhancing their appeal in the local market.

### Key Market Players

Apple Inc.

Samsung Electronics Co. Ltd.

Bose Corporation

Harman International Industries Inc.

Sony Corporation

JBL Inc.

Audio Partnership PLC (Cambridge Audio

Jawbone Inc

AL INFINITY, LLC (Altec Lansing)

DEI Sales, Inc.

### Report Scope:

In this report, the Saudi Arabia Bluetooth Speaker Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Saudi Arabia Bluetooth Speaker Market, By Product Type:

Portable

Fixed

### Saudi Arabia Bluetooth Speaker Market, By Type:

Smart Bluetooth Speakers

Conventional Bluetooth Speakers

### Saudi Arabia Bluetooth Speaker Market, By Sales Channel:

Online

Specialty Stores

Supermarkets/Hypermarkets

Others

### Saudi Arabia Bluetooth Speaker Market, By Region:

Western

Northern & Central

Eastern

Southern

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Saudi Arabia Bluetooth Speaker Market.

### Available Customizations:

Saudi Arabia Bluetooth Speaker Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

### **5. SAUDI ARABIA BLUETOOTH SPEAKER MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Product Type (Portable, Fixed)

5.2.2. By Type (Smart Bluetooth Speakers, Conventional Bluetooth Speakers)

5.2.3. By Sales Channel (Online, Specialty Stores, Supermarkets/Hypermarkets, Others)

5.2.4. By Region

5.2.5. By Company (2024)

## 5.3. Market Map

# 6. SAUDI ARABIA PORTABLE BLUETOOTH SPEAKER MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By Sales Channel

# 7. SAUDI ARABIA FIXED BLUETOOTH SPEAKER MARKET OUTLOOK

## 7.1. Market Size & Forecast

7.1.1. By Value

## 7.2. Market Share & Forecast

7.2.1. By Type

7.2.2. By Sales Channel

# 8. MARKET DYNAMICS

8.1. Drivers

8.2. Challenges

# 9. MARKET TRENDS & DEVELOPMENTS

9.1. Merger & Acquisition (If Any)

9.2. Product Launches (If Any)

9.3. Recent Developments

# 10. PORTERS FIVE FORCES ANALYSIS

10.1. Competition in the Industry

- 10.2. Potential of New Entrants
- 10.3. Power of Suppliers
- 10.4. Power of Customers
- 10.5. Threat of Substitute Products

## **11. SAUDI ARABIA ECONOMIC PROFILE**

## **12. POLICY & REGULATORY LANDSCAPE**

## **13. COMPETITIVE LANDSCAPE**

### **13.1. Company Profiles**

- 13.1.1. Apple Inc.
  - 13.1.1.1. Business Overview
  - 13.1.1.2. Company Snapshot
  - 13.1.1.3. Products & Services
  - 13.1.1.4. Financials (As Per Availability)
  - 13.1.1.5. Key Market Focus & Geographical Presence
  - 13.1.1.6. Recent Developments
  - 13.1.1.7. Key Management Personnel
- 13.1.2. Samsung Electronics Co. Ltd.
- 13.1.3. Bose Corporation
- 13.1.4. Harman International Industries Inc.
- 13.1.5. Sony Corporation
- 13.1.6. JBL Inc.
- 13.1.7. Audio Partnership PLC (Cambridge Audio)
- 13.1.8. Jawbone Inc
- 13.1.9. AL INFINITY, LLC (Altec Lansing)
- 13.1.10. DEI Sales, Inc.

## **14. STRATEGIC RECOMMENDATIONS**

## **15. ABOUT US & DISCLAIMER**

## I would like to order

Product name: Saudi Arabia Bluetooth Speaker Market By Product Type (Portable, Fixed), By Type (Smart Bluetooth Speakers, Conventional Bluetooth Speakers), By Sales Channel (Online, Specialty Stores, Supermarkets/Hypermarkets, Others), By Region, Competition Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/S2D3EBDA056DEN.html>

Price: US\$ 3,500.00 (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/S2D3EBDA056DEN.html>