

KSA Graphic Design Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Component (Software and Services), Type (Logo and Brand Identity Design, Web and App Design, Advertising Design, Building and Construction Design, and Others), and End User (SMEs and Large Enterprises)

<https://marketpublishers.com/r/KA7499970299EN.html>

Date: August 2024

Pages: 152

Price: US\$ 2,485.00 (Single User License)

ID: KA7499970299EN

Abstracts

The KSA graphic design market was valued at US\$ 409.48 million in 2023 and is expected to reach US\$ 551.86 million by 2031; it is estimated to record a CAGR of 3.8% from 2023 to 2031.

The e-commerce sector in KSA is also expanding rapidly. According to the regional report from Agility Logistics, the Saudi e-commerce sector generated over US\$ 10 billion in revenue in 2023, ranking 28th among the world's largest online markets. Dr. Mohammed bin Duleim Al-Qahtani, an economic expert and scholar at King Faisal University, estimates that the Saudi e-commerce sector would grow at an annual growth rate of 13.5%, outpacing the global average of 11.2%. The scholar predicts that the value of the sector is likely to surge from US\$ 21 billion in 2024 to more than US\$ 30 billion by 2027 and US\$ 44 billion by 2030. Thus, the growing digitization and flourishing e-commerce sector are creating a significant demand for graphic design software and services, thereby bolstering the KSA graphic design market.

In May 2024, Zain KSA, a telecommunications company, announced its plan to invest US\$ 427 million (SAR 1.6 billion) to expand its 5G network and digital service ecosystem in the country. It will expand its current 5G network coverage to ~122 cities across the country. Further, Qualcomm Technologies, Inc. and Zain KSA announced an

expanded partnership at LEAP 2023 to create cloud-native, virtualized, and O-RAN-compliant 5G infrastructure in Saudi Arabia. Through their partnership, Qualcomm and Zain plan to focus on future 5G networks employing Open RAN technology, with an aim to make cellular infrastructure more innovative, competitive, and cost-efficient. In October 2023, Saudi Telecom Company (STC) announced its plan to expand its 5G network in nearly 75 cities across Saudi Arabia. Such initiatives by the government and companies in next-generation networks foster digitization in the country. A subsequent shift to digital platforms in various industries underlines the need for designs that are more captivating and aligned with brand identity and value. Thus, increasing digitization fuels the growth of the KSA graphic design market.

Alphagraphics, SmartTouch, SolutionDots, iSpectra, Adobe, Autodesk Inc., Eagle Alliance Technology, Eurisko, Hive Studio, and MenaBloom are among the key KSA graphic design market players that are profiled in this market study.

The overall KSA graphic design market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the KSA graphic design market size. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the KSA graphic design market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macro-economic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country level data:

4. KSA GRAPHIC DESIGN MARKET LANDSCAPE

- 4.1 Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis

5. KSA GRAPHIC DESIGN MARKET – KEY MARKET DYNAMICS

- 5.1 KSA Graphic Design Market – Key Market Dynamics
- 5.2 Market Drivers
 - 5.2.1 Rising Digitization Efforts
 - 5.2.2 Growing E-Commerce Industry
- 5.3 Market Restraints
 - 5.3.1 Lack of Skilled Professionals
- 5.4 Market Opportunities
 - 5.4.1 Integration of AI Technology
- 5.5 Market Trends
 - 5.5.1 Incorporation of 3D Elements in Design

5.6 Impact of Drivers and Restraints:

6. KSA GRAPHIC DESIGN MARKET ANALYSIS

6.1 KSA Graphic Design Market Revenue (US\$ Million), 2021–2031

6.2 KSA Graphic Design Market Forecast and Analysis

7. KSA GRAPHIC DESIGN MARKET ANALYSIS – BY COMPONENT

7.1 Software

7.1.1 Overview

7.1.2 Software: KSA Graphic Design Market – Revenue and Forecast to 2031 (US\$ Million)

7.2 Services

7.2.1 Overview

7.2.2 Services: KSA Graphic Design Market – Revenue and Forecast to 2031 (US\$ Million)

8. KSA GRAPHIC DESIGN MARKET ANALYSIS – BY TYPE

8.1 Logo and Brand Identity Design

8.1.1 Overview

8.1.2 Logo and Brand Identity Design: KSA Graphic Design Market – Revenue and Forecast to 2031 (US\$ Million)

8.2 Web and App Design

8.2.1 Overview

8.2.2 Web and App Design: KSA Graphic Design Market – Revenue and Forecast to 2031 (US\$ Million)

8.3 Advertising Design

8.3.1 Overview

8.3.2 Advertising Design: KSA Graphic Design Market – Revenue and Forecast to 2031 (US\$ Million)

8.4 Building and Construction Design

8.4.1 Overview

8.4.2 Building and Construction Design: KSA Graphic Design Market – Revenue and Forecast to 2031 (US\$ Million)

8.5 Others

8.5.1 Overview

8.5.2 Others: KSA Graphic Design Market – Revenue and Forecast to 2031 (US\$

Million)

9. KSA GRAPHIC DESIGN MARKET ANALYSIS – BY END USER

9.1 SMEs

9.1.1 Overview

9.1.2 SMEs: KSA Graphic Design Market – Revenue and Forecast to 2031 (US\$ Million)

9.2 Large Enterprises

9.2.1 Overview

9.2.2 Large Enterprises: KSA Graphic Design Market – Revenue and Forecast to 2031 (US\$ Million)

10. COMPETITIVE LANDSCAPE

10.1 Heat Map Analysis by Key Players

10.2 Company Positioning & Concentration

11. COMPANY PROFILES

11.1 Smart Touch

11.1.1 Key Facts

11.1.2 Business Description

11.1.3 Products and Services

11.1.4 Financial Overview

11.1.5 SWOT Analysis

11.1.6 Key Developments

11.2 SolutionDot

11.2.1 Key Facts

11.2.2 Business Description

11.2.3 Products and Services

11.2.4 Financial Overview

11.2.5 SWOT Analysis

11.2.6 Key Developments

11.3 ISPECTRA

11.3.1 Key Facts

11.3.2 Business Description

11.3.3 Products and Services

11.3.4 Financial Overview

- 11.3.5 SWOT Analysis
- 11.3.6 Key Developments
- 11.4 AlphaGraphics Saudi Arabia.
 - 11.4.1 Key Facts
 - 11.4.2 Business Description
 - 11.4.3 Products and Services
 - 11.4.4 Financial Overview
 - 11.4.5 SWOT Analysis
 - 11.4.6 Key Developments
- 11.5 Adobe Inc
 - 11.5.1 Key Facts
 - 11.5.2 Business Description
 - 11.5.3 Products and Services
 - 11.5.4 Financial Overview
 - 11.5.5 SWOT Analysis
 - 11.5.6 Key Developments
- 11.6 Autodesk Inc
 - 11.6.1 Key Facts
 - 11.6.2 Business Description
 - 11.6.3 Products and Services
 - 11.6.4 Financial Overview
 - 11.6.5 SWOT Analysis
 - 11.6.6 Key Developments
- 11.7 Eagle Alliance Technology
 - 11.7.1 Key Facts
 - 11.7.2 Business Description
 - 11.7.3 Products and Services
 - 11.7.4 Financial Overview
 - 11.7.5 SWOT Analysis
 - 11.7.6 Key Developments
- 11.8 Eurisko
 - 11.8.1 Key Facts
 - 11.8.2 Business Description
 - 11.8.3 Products and Services
 - 11.8.4 Financial Overview
 - 11.8.5 SWOT Analysis
 - 11.8.6 Key Developments
- 11.9 Hive studio
 - 11.9.1 Key Facts

- 11.9.2 Business Description
- 11.9.3 Products and Services
- 11.9.4 Financial Overview
- 11.9.5 SWOT Analysis
- 11.9.6 Key Developments
- 11.10 MenaBloom
 - 11.10.1 Key Facts
 - 11.10.2 Business Description
 - 11.10.3 Products and Services
 - 11.10.4 Financial Overview
 - 11.10.5 SWOT Analysis
 - 11.10.6 Key Developments

12. APPENDIX

- 12.1 Word Index
- 12.2 About The Insight Partners

I would like to order

Product name: KSA Graphic Design Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Component (Software and Services), Type (Logo and Brand Identity Design, Web and App Design, Advertising Design, Building and Construction Design, and Others), and End User (SMEs and Large Enterprises)

Product link: <https://marketpublishers.com/r/KA7499970299EN.html>

Price: US\$ 2,485.00 (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/KA7499970299EN.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