

# **Middle East & Africa Rugged Phones Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Type (Smartphone, Featured Phones), Screen Size (Below 5 Inch, 5 Inch to 6 Inch, and Above 6 Inch), and End-User (Industrial, Government, Commercial, Military and Defense, and Consumer)**

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## **Abstracts**

The Middle East & Africa rugged phones market is expected to grow from US\$ 182.58 million in 2023 to US\$ 240.73 million by 2028. It is estimated to grow at a CAGR of 5.7% from 2023 to 2028.

### **Rising 5G Deployments to Complement the Growth Drive Middle East & Africa Rugged Phones Market**

The demand for connected devices and reliable network technologies is rising among industrial customers worldwide. Communication network technologies such as 2G, 3G, and 4G are already well established across the region. However, with rising complexity of electronic systems and integration of advanced technologies in smartphones, there is a growing demand for further improvements in network capacity, latency, and coverage. 5G is the fast-emerging wireless technology that offers promising performance enhancements over existing technologies. In comparison to existing wireless network technologies, 5G is anticipated to offer enhanced network capacity, high coverage, improved latency, and improved battery life. All these advantages are anticipated to drive the penetration of 5G over the forecast period of 2023 to 2028. Owing to the growth outlook of 5G technology, companies operating in the Middle East & Africa rugged phones market have already started integrating 5G capabilities in some of their models to meet the future demand of their end users and to differentiate their offering

from competitors. Blackview, OUKITEL, and Ulefone Mobile are few of the key companies with 5G enabled phones. Other players are also exploring the 5G capabilities and plan to include it in their products in coming years, depending on the customer requirements for advanced functionality. Thus, 5G is anticipated to complement the growth of rugged phones market during the forecast period of 2023 to 2028.

## Middle East & Africa Rugged Phones Market Overview

The Middle East & Africa rugged phones market in the Middle East & Africa is segmented into South Africa, Saudi Arabia, and the UAE. The oil & gas production is one of the prominent businesses in the Middle East. Libya, the UAE, Saudi Arabia, Iran, and Qatar are a few countries that have seen growth in the oil business. The region is projected to have a rapid rise in urbanization and industrialization, which would further drive the entire economy. The Gulf countries are economically advanced, while the African countries still must balance the economic conditions. Moreover, rise in number of oil projects is likely to aid in the adoption of rugged phones. With growing industrialization, the rate of digitalization is also expanding. The aspect of digitalization would help in drawing attention of different industries to deploy rugged devices, such as rugged smartphones/phones. Oil & gas, utilities, and construction industries in Saudi Arabia, the UAE, and Kuwait, are rising at an exponential rate. With growing demand for petroleum refineries and energy, the production process in mentioned industries is booming. This aspect will help in creating lucrative opportunities for rugged phones. Also, with favorable government support, a boom in automotive & pharmaceutical manufacturing has been witnessed in the region. The government incentive schemes to raise domestic production are surging the establishment of new plants in the region. As number of manufacturers are using rugged phones in their warehouse environments to avoid device failure and other problems, like massive productivity losses and falling behind on orders; the scope of using rugged phones for having greater productivity in harsh environment would increase.

## Middle East & Africa Rugged Phones Market Revenue and Forecast to 2028 (US\$ Million)

### Middle East & Africa rugged phones market Segmentation

The Middle East & Africa rugged phones market is segmented into type, screen size, and end-user, and country.

Based on type, the Middle East & Africa rugged phones market is bifurcated into smartphone and featured phones. In 2023, the smartphone segment registered a larger share in the Middle East & Africa rugged phones market.

Based on screen size, the Middle East & Africa rugged phones market is segmented into below 5-inch, 5 inch to 6 inch, and above 6 inch. In 2023, the 5 inch to 6 inch segment registered a largest share in the Middle East & Africa rugged phones market.

Based on end-user, the Middle East & Africa rugged phones market is segmented into industrial, government, commercial, military and defense, and consumer. In 2023, the industrial segment registered a largest share in the Middle East & Africa rugged phones market.

Based on country, the Middle East & Africa rugged phones market is segmented into Saudi Arabia, the UAE, South Africa, and the Rest of MEA. In 2023, Saudi Arabia segment registered a largest share in the Middle East & Africa rugged phones market.

AGM MOBILE; Blackview; Caterpillar Inc; CROSSCALL; KYOCERA Portugal; Nokia Corp; Samsung Electronics Co Ltd; Ulefone Mobile; Unitech Electronics Co., LTD; Zebra Technologies Corp are the leading companies operating in the Middle East & Africa rugged phones market.

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