



Appliances and Electronics Specialists in Saudi Arabia

March 2025

Appliances and Electronics Specialists in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Appliances and electronics specialists post steady growth
Competitive landscape evolves with new partnership deals
Competition intensifies with e-commerce retailers

PROSPECTS AND OPPORTUNITIES

Appliances and electronics specialists will benefit from changes in socio-economic conditions
Focus on retail experiences to create competitive advantage
Alat initiative is set to strengthen supply chain

CHANNEL DATA

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Retail in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture
Mergers and acquisitions reshape the competitive landscape
Retail e-commerce is developing at considerable speed
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 - Standard Opening Hours by Channel Type 2024
Seasonality
Ramadan and Eid-al Fitr
National day
Back to school
White Friday

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