



Euromonitor
International

Home Audio and Cinema in Saudi Arabia

July 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Audio upgrades provide some positivity in overall declining category
Soundbars witness robust sales
United Matbouli Group (Samsung Corp) maintains solid position with focus on soundbars

PROSPECTS AND OPPORTUNITIES

Home and audio consumer base to become niche
Technology upgrade led by AI integration will support category sales
Customisation to become a viable option in home audio and cinema

CATEGORY DATA

- Table 1 - Sales of Home Audio and Cinema by Category: Volume 2019-2024
- Table 2 - Sales of Home Audio and Cinema by Category: Value 2019-2024
- Table 3 - Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024
- Table 6 - LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024
- Table 7 - Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024
- Table 8 - Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029
- Table 10 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

Consumer Electronics in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

- Table 12 - Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 13 - Sales of Consumer Electronics by Category: Value 2019-2024
- Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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