

# Computers and Peripherals in Saudi Arabia

July 2024

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# Computers and Peripherals in Saudi Arabia - Category analysis

#### **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Signs of recovery in computers and peripherals

Integration of Artificial Intelligence advances the potential of computing technology

Dell and Canon expand their presence in the country

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Weak sales performance expected in computers in peripherals

Personal computing to witness boost from Artificial Intelligence (AI)

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