



Euromonitor
International

Consumer Electronics in Saudi Arabia

July 2024

Table of Contents

EXECUTIVE SUMMARY

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

MARKET DATA

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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

PROSPECTS AND OPPORTUNITIES

Weak sales performance expected in computers in peripherals
Personal computing to witness boost from Artificial Intelligence (AI)
Lenovo unveils plans to develop a transparent display laptop

CATEGORY DATA

- Table 12 - Sales of Computers and Peripherals by Category: Volume 2019-2024
- Table 13 - Sales of Computers and Peripherals by Category: Value 2019-2024
- Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2019-2024
- Table 16 - Sales of Computers by Category: Business Volume 2019-2024
- Table 17 - Sales of Computers by Category: Business Value MSP 2019-2024
- Table 18 - Sales of Computers by Category: Business Volume Growth 2019-2024
- Table 19 - Sales of Computers by Category: Business Value MSP Growth 2019-2024
- Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2020-2024
- Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024
- Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2019-2024
- Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029

Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2024-2029

Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029

Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029

Table 27 - Forecast Sales of Computers by Category: Business Volume 2024-2029

Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2024-2029

Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2024-2029

Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

[In-Car Entertainment in Saudi Arabia](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Smartphone technology renders most in-car entertainment defunct
- New product features support in-car entertainment systems
- In-car speakers under pressure

PROSPECTS AND OPPORTUNITIES

- Built-in systems will reduce demand for external in-car entertainment
- In-car navigation sales will continue to weaken
- In-car entertainment to witness further technological upgrades

CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2019-2024

Table 32 - Sales of In-Car Entertainment by Category: Value 2019-2024

Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024

Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2019-2024

Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2020-2024

Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024

Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2019-2024

Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029

Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2024-2029

Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029

Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

[Home Audio and Cinema in Saudi Arabia](#)

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 42 - Sales of Home Audio and Cinema by Category: Volume 2019-2024

Table 43 - Sales of Home Audio and Cinema by Category: Value 2019-2024

Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024

Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024

Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024
Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024
Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024
Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029
Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029
Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029
Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

Home Video in Saudi Arabia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home video remains competitive as leading brands eye profitability
Steady stream of new product developments
E-commerce supports home video sales

PROSPECTS AND OPPORTUNITIES

Players focus on pushing new boundaries in TV technology
Replacement cycles of TVs likely to decline in the forecast period
Larger screen sizes to witness stronger sales in the forecast period

CATEGORY DATA

Table 53 - Sales of Home Video by Category: Volume 2019-2024
Table 54 - Sales of Home Video by Category: Value 2019-2024
Table 55 - Sales of Home Video by Category: % Volume Growth 2019-2024
Table 56 - Sales of Home Video by Category: % Value Growth 2019-2024
Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024
Table 58 - NBO Company Shares of Home Video: % Volume 2020-2024
Table 59 - LBN Brand Shares of Home Video: % Volume 2021-2024
Table 60 - Distribution of Home Video by Channel: % Volume 2019-2024
Table 61 - Forecast Sales of Home Video by Category: Volume 2024-2029
Table 62 - Forecast Sales of Home Video by Category: Value 2024-2029
Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2024-2029
Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2024-2029
Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

Headphones in Saudi Arabia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wireless headphones/earphones enjoy buoyant growth
Manufacturers incorporate AI and AR to upgrade technology in headphones
Gaming headphones are gaining popularity

PROSPECTS AND OPPORTUNITIES

Prospects of product collaborations will create limited edition headphones
Smart and wireless headphones to propel category growth
Technological upgrades will drive sales growth

CATEGORY DATA

Table 66 - Sales of Headphones by Category: Volume 2019-2024
Table 67 - Sales of Headphones by Category: Value 2019-2024

Table 68 - Sales of Headphones by Category: % Volume Growth 2019-2024

Table 69 - Sales of Headphones by Category: % Value Growth 2019-2024

Table 70 - NBO Company Shares of Headphones: % Volume 2020-2024

Table 71 - LBN Brand Shares of Headphones: % Volume 2021-2024

Table 72 - Distribution of Headphones by Channel: % Volume 2019-2024

Table 73 - Forecast Sales of Headphones by Category: Volume 2024-2029

Table 74 - Forecast Sales of Headphones by Category: Value 2024-2029

Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2024-2029

Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2024-2029

Imaging Devices in Saudi Arabia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Upgrades in smartphone camera technology continue to hamper sales of digital imaging devices
- Mirrorless cameras maintain their reign in the world of digital cameras
- Camera manufacturers target niche audiences with product upgrades

PROSPECTS AND OPPORTUNITIES

- Imaging devices continue to decline as they are replaced by smartphones
- Technological advances in digital imaging devices
- Mirrorless cameras will attract attention in line with ongoing developments

CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2019-2024

Table 78 - Sales of Imaging Devices by Category: Value 2019-2024

Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2019-2024

Table 80 - Sales of Imaging Devices by Category: % Value Growth 2019-2024

Table 81 - NBO Company Shares of Imaging Devices: % Volume 2020-2024

Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2021-2024

Table 83 - Distribution of Imaging Devices by Channel: % Volume 2019-2024

Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2024-2029

Table 85 - Forecast Sales of Imaging Devices by Category: Value 2024-2029

Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029

Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

Mobile Phones in Saudi Arabia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Smartphones witness premiumisation trend as volumes decline
- Key players deploy strategic pre- and post-launch activities to capture market interest
- Samsung and Apple iPhone lead in smartphones

PROSPECTS AND OPPORTUNITIES

- Smartphones to witness positive growth
- Upgrades in technology and features to support category growth
- Average unit prices of smartphones set to rise

CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2019-2024

Table 89 - Sales of Mobile Phones by Category: Value 2019-2024

Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2019-2024
 Table 91 - Sales of Mobile Phones by Category: % Value Growth 2019-2024
 Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2021-2024
 Table 93 - NBO Company Shares of Mobile Phones: % Volume 2020-2024
 Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2021-2024
 Table 95 - Distribution of Mobile Phones by Channel: % Volume 2019-2024
 Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2024-2029
 Table 97 - Forecast Sales of Mobile Phones by Category: Value 2024-2029
 Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
 Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029
 Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

Portable Players in Saudi Arabia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wireless speakers support growth of portable players
 Smart speakers drive appeal of wireless speakers
 E-reader sales continue to fall due to lack of consumer demand

PROSPECTS AND OPPORTUNITIES

Strong development of wireless speakers
 Good prospects for smart speakers
 Competitive status quo expected to remain unchanged

CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2019-2024
 Table 102 - Sales of Portable Players by Category: Value 2019-2024
 Table 103 - Sales of Portable Players by Category: % Volume Growth 2019-2024
 Table 104 - Sales of Portable Players by Category: % Value Growth 2019-2024
 Table 105 - NBO Company Shares of Portable Players: % Volume 2020-2024
 Table 106 - LBN Brand Shares of Portable Players: % Volume 2021-2024
 Table 107 - Distribution of Portable Players by Channel: % Volume 2019-2024
 Table 108 - Forecast Sales of Portable Players by Category: Volume 2024-2029
 Table 109 - Forecast Sales of Portable Players by Category: Value 2024-2029
 Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029
 Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

Wearable Electronics in Saudi Arabia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Techno-savvy youth segment drives growth in wearable electronics
 Technological advancements support the growing popularity of smart wearables
 Wearables is consolidated among a few key players

PROSPECTS AND OPPORTUNITIES

Wearable payments to gain prominence
 Smartwatches face a broadly positive outlook
 Key players to focus on innovation and development

CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2019-2024

Table 113 - Sales of Wearable Electronics by Category: Value 2019-2024

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2019-2024

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2019-2024

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2020-2024

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2021-2024

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2019-2024

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2024-2029

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2024-2029

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-electronics-in-saudi-arabia/report.