



Consumer Electronics in Middle East and Africa

October 2024

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Middle East and Africa has the lowest consumer electronics per capita consumption

Increasingly strong growth expected in the coming years

Wearable electronics booming in the United Arab Emirates in 2019-2024

In-car entertainment remains on a downward slide in most countries

United Arab Emirates adds the most new sales over 2019-2024

Saudi Arabia returns to positive growth in 2024

Falling sales in Egypt, Nigeria and South Africa

Appliances and electronics specialists still the dominant distribution channel

E-commerce likely to soon overtake hypermarkets to become number two channel

BNPL a popular payment method in Saudi Arabia and the United Arab Emirates

LEADING COMPANIES AND BRANDS

Could Hisense and Dell chip away at the concentrated competitive landscape in Saudi?

Samsung remains a strong leader in the regional consumer electronics market

Majority of players present across most of the region

Xiaomi makes major gains over the 2019-2024 period

FORECAST PROJECTIONS

Positive growth expected in the regional consumer electronics market throughout 2024-2029

Gradually improving growth rates for Saudi Arabia and South Africa in the coming years

Turnaround expected in Nigeria, with strong growth rates in the late 2024-2029 period

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Israel: Competitive and Retail Landscape

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