

Mobile Phones in Saudi Arabia

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Smartphone sales take a dip in post-pandemic in Saudi Arabia, while Samsung maintains its strong lead

Tech trends from 5G networks to digital payments help to support smartphones

London-based technology brand "Nothing" enters KSA, as competition becomes stronger

PROSPECTS AND OPPORTUNITIES

Key players will continue to develop the category further over the forecast period

Innovation in technology to drive sales for smartphones

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