



# Consumer Electronics in Saudi Arabia

July 2023

Table of Contents

## Consumer Electronics in Saudi Arabia

### EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

### MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 2 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Computers and Peripherals in Saudi Arabia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Computers and peripherals remain in a volume decline following pandemic-era boost to sales

Key consumer groups support the revival of desktop sales in Saudi Arabia

Key players continue to innovate to stay relevant, as LG introduces a new lineup of monitors

### PROSPECTS AND OPPORTUNITIES

Innovations in technology expected to attract further attention to laptops over the forecast period

Replacement cycles of personal computers to lengthen over the forecast period

E-commerce to continue gaining transaction for viable purchases

### CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 13 - Sales of Computers and Peripherals by Category: Value 2018-2023

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 16 - Sales of Computers by Category: Business Volume 2018-2023

Table 17 - Sales of Computers by Category: Business Value MSP 2018-2023

Table 18 - Sales of Computers by Category: Business Volume Growth 2018-2023

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

- Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2023-2028
- Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028
- Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028
- Table 27 - Forecast Sales of Computers by Category: Business Volume 2023-2028
- Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2023-2028
- Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2023-2028
- Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

## In-Car Entertainment in Saudi Arabia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- In-car entertainment continues to diminish as navigation systems become defunct
- Dual screen multimedia players witness demand in Saudi Arabia
- New features in in-car entertainment systems support new sales prospects

#### PROSPECTS AND OPPORTUNITIES

- Car audio devices to become smaller and lighter over the forecast period
- Built-in systems reduce the natural demand for an external installations
- 5G-supported devices to make their way into in-car entertainment over the forecast period

#### CATEGORY DATA

- Table 31 - Sales of In-Car Entertainment by Category: Volume 2018-2023
- Table 32 - Sales of In-Car Entertainment by Category: Value 2018-2023
- Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023
- Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2018-2023
- Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2019-2023
- Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023
- Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2018-2023
- Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028
- Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2023-2028
- Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028
- Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

## Home Audio and Cinema in Saudi Arabia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Home cinema and speaker systems increasingly set to support wireless connectivity
- Newer technologies drive out sales for redundant home audio systems
- Conventional speaker sales cannibalised by wireless speakers

#### PROSPECTS AND OPPORTUNITIES

- Artificial intelligence to revolutionise the home cinema experience over the forecast period
- Unit prices expected to remain stable, as players focus on pushing sales
- Home audio and cinema devices to increasingly become wireless

#### CATEGORY DATA

- Table 42 - Sales of Home Audio and Cinema by Category: Volume 2018-2023
- Table 43 - Sales of Home Audio and Cinema by Category: Value 2018-2023
- Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023
- Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

- Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023
- Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023
- Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023
- Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028
- Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028
- Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028
- Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

## Home Video in Saudi Arabia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Samsung, LG, and Haier launch their OLED TVs in Saudi Arabia
- TCL Corp grows its footprint in the Kingdom with a new TV range
- Polarised offers influence the purchasing decisions of consumers for TVs

#### PROSPECTS AND OPPORTUNITIES

- Popularity of 8K enabled TVs expected to boom over the forecast period
- Larger screen sizes to attract ongoing attention over the forecast period
- E-commerce expected to remain strong, thanks to convenience for consumers

#### CATEGORY DATA

- Table 53 - Sales of Home Video by Category: Volume 2018-2023
- Table 54 - Sales of Home Video by Category: Value 2018-2023
- Table 55 - Sales of Home Video by Category: % Volume Growth 2018-2023
- Table 56 - Sales of Home Video by Category: % Value Growth 2018-2023
- Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023
- Table 58 - NBO Company Shares of Home Video: % Volume 2019-2023
- Table 59 - LBN Brand Shares of Home Video: % Volume 2020-2023
- Table 60 - Distribution of Home Video by Channel: % Volume 2018-2023
- Table 61 - Forecast Sales of Home Video by Category: Volume 2023-2028
- Table 62 - Forecast Sales of Home Video by Category: Value 2023-2028
- Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2023-2028
- Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2023-2028
- Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

## Headphones in Saudi Arabia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Wireless headphones/earphones project growth in Saudi Arabia
- Key players segment headphone types to differentiate their offerings
- Sony announces new LinkBuds S "Earth Blue" model – the smallest and lightest, noise cancelling, wireless headphones made from recycled materials

#### PROSPECTS AND OPPORTUNITIES

- Smart and wireless headphones to propel category growth over the forecast period
- Average unit prices to reduce over the coming years
- Voice assistant apps and integration will also stimulate category competition

#### CATEGORY DATA

- Table 66 - Sales of Headphones by Category: Volume 2018-2023
- Table 67 - Sales of Headphones by Category: Value 2018-2023

Table 68 - Sales of Headphones by Category: % Volume Growth 2018-2023

Table 69 - Sales of Headphones by Category: % Value Growth 2018-2023

Table 70 - NBO Company Shares of Headphones: % Volume 2019-2023

Table 71 - LBN Brand Shares of Headphones: % Volume 2020-2023

Table 72 - Distribution of Headphones by Channel: % Volume 2018-2023

Table 73 - Forecast Sales of Headphones by Category: Volume 2023-2028

Table 74 - Forecast Sales of Headphones by Category: Value 2023-2028

Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2023-2028

Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2023-2028

## Imaging Devices in Saudi Arabia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Upgrades in smartphone cameras continue to hamper sales for digital imaging devices

Camera manufacturers target niche audiences with product upgrades

Average unit prices for digital cameras are pushed up

#### PROSPECTS AND OPPORTUNITIES

Imaging devices to continue on a decline, as they keep getting replaced by smartphones

Key players to continue refining the technology provision in imaging devices

Mirrorless cameras will attract attention in line with ongoing developments

#### CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2018-2023

Table 78 - Sales of Imaging Devices by Category: Value 2018-2023

Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2018-2023

Table 80 - Sales of Imaging Devices by Category: % Value Growth 2018-2023

Table 81 - NBO Company Shares of Imaging Devices: % Volume 2019-2023

Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2020-2023

Table 83 - Distribution of Imaging Devices by Channel: % Volume 2018-2023

Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2023-2028

Table 85 - Forecast Sales of Imaging Devices by Category: Value 2023-2028

Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028

Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

## Mobile Phones in Saudi Arabia

### 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

Replacement cycles set to extend over the forecast period

Consumers to utilise instalment programmes to purchase premium smartphones

#### CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2018-2023

Table 89 - Sales of Mobile Phones by Category: Value 2018-2023  
 Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2018-2023  
 Table 91 - Sales of Mobile Phones by Category: % Value Growth 2018-2023  
 Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2020-2023  
 Table 93 - NBO Company Shares of Mobile Phones: % Volume 2019-2023  
 Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2020-2023  
 Table 95 - Distribution of Mobile Phones by Channel: % Volume 2018-2023  
 Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2023-2028  
 Table 97 - Forecast Sales of Mobile Phones by Category: Value 2023-2028  
 Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028  
 Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028  
 Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

## Portable Players in Saudi Arabia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

E-reader sales continue to plummet due to lack of consumer demand  
 Prospect of demand for smart speakers ahead  
 Amazon launches Saudi-dialect speaking Alexa

#### PROSPECTS AND OPPORTUNITIES

Sales for wireless speakers likely to slow down over the forecast period  
 Smart speakers will continue to grow, albeit remain relatively niche  
 Competitive status quo expected to remain unchanged

#### CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2018-2023  
 Table 102 - Sales of Portable Players by Category: Value 2018-2023  
 Table 103 - Sales of Portable Players by Category: % Volume Growth 2018-2023  
 Table 104 - Sales of Portable Players by Category: % Value Growth 2018-2023  
 Table 105 - NBO Company Shares of Portable Players: % Volume 2019-2023  
 Table 106 - LBN Brand Shares of Portable Players: % Volume 2020-2023  
 Table 107 - Distribution of Portable Players by Channel: % Volume 2018-2023  
 Table 108 - Forecast Sales of Portable Players by Category: Volume 2023-2028  
 Table 109 - Forecast Sales of Portable Players by Category: Value 2023-2028  
 Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028  
 Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

## Wearable Electronics in Saudi Arabia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Electronic wearables see a sales boost, driven by the success of smartwatches  
 Key players look to differentiate offerings in wearables  
 Limited compatibility with co-branded smartphones somewhat restricts the use of smartwatches  
 HUAWEI WATCH Buds cited as an “industry first” two-in-one watch-earbuds model

#### PROSPECTS AND OPPORTUNITIES

Key players set to focus on innovation and development over the forecast years  
 Consumer electronics industry in Saudi Arabia set to support growth of smartwatches  
 Wearables to see longer battery lives over the forecast period

## CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2018-2023

Table 113 - Sales of Wearable Electronics by Category: Value 2018-2023

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2018-2023

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2018-2023

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2019-2023

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2018-2023

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2023-2028

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2023-2028

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

## 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](http://www.euromonitor.com/consumer-electronics-in-saudi-arabia/report).