

# Home Video in Saudi Arabia

July 2023

Table of Contents

## 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 1 - Sales of Home Video by Category: Volume 2018-2023  
Table 2 - Sales of Home Video by Category: Value 2018-2023  
Table 3 - Sales of Home Video by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Home Video by Category: % Value Growth 2018-2023  
Table 5 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023  
Table 6 - NBO Company Shares of Home Video: % Volume 2019-2023  
Table 7 - LBN Brand Shares of Home Video: % Volume 2020-2023  
Table 8 - Distribution of Home Video by Channel: % Volume 2018-2023  
Table 9 - Forecast Sales of Home Video by Category: Volume 2023-2028  
Table 10 - Forecast Sales of Home Video by Category: Value 2023-2028  
Table 11 - Forecast Sales of Home Video by Category: % Volume Growth 2023-2028  
Table 12 - Forecast Sales of Home Video by Category: % Value Growth 2023-2028  
Table 13 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

## Consumer Electronics in Saudi Arabia - Industry Overview

### EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer electronics?

### MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2018-2023  
Table 15 - Sales of Consumer Electronics by Category: Value 2018-2023  
Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023  
Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023  
Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023  
Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023  
Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023  
Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028  
Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028  
Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028  
Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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### SOURCES

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