



# Portable Consumer Electronics in Middle East and Africa

September 2020

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Scope

Key findings

## REGIONAL OVERVIEW

The Middle East and Africa in context

Sales projected to pick up over the forecast period

Increased and better quality internet availability is impacting the market

Wearable technology to grow; imaging devices left behind

Polarisation between nations is clear, but trends are similar

Smartphones dominates the portable consumer electronics market

Specialist electronics retailers dominate sales

Specialist electronics retailers continue to dominate the field

## LEADING COMPANIES AND BRANDS

The top five companies in each market tend to dominate sales

The big players dominate the market

Saudi Arabia and South Africa generate most sales for the top 10 players

Chinese brands are growing rapidly

## FORECAST PROJECTIONS

Steady growth forecast in Middle East and Africa

Strong correlation between wealth and growth

## COUNTRY SNAPSHOTS

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Egypt: Competitive and retail landscape

Israel: Market context

Israel: Competitive and retail landscape

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Morocco: Competitive and retail landscape

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