

Appliances and Electronics Specialists in Saudi Arabia

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Extended warranties provide new sales opportunities as appliances and electronics specialists look to capitalise on growing demand
Retailers form strategic partnerships and collaborations to increase their presence
New partnerships present new opportunities for appliances and electronics specialists

PROSPECTS AND OPPORTUNITIES

Retailers to leverage technology, AI and festive occasions to boost sales and build engagement
Digital marketing and BNPL services becoming more commonplace
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Retailers adopt personalised marketing strategies
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OPERATING ENVIRONMENT

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