

Portable Players in Saudi Arabia

July 2023

Table of Contents

Portable Players in Saudi Arabia - Category analysis

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 1 Sales of Portable Players by Category: Volume 2018-2023
- Table 2 Sales of Portable Players by Category: Value 2018-2023
- Table 3 Sales of Portable Players by Category: % Volume Growth 2018-2023
- Table 4 Sales of Portable Players by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Portable Players: % Volume 2019-2023
- Table 6 LBN Brand Shares of Portable Players: % Volume 2020-2023
- Table 7 Distribution of Portable Players by Channel: % Volume 2018-2023
- Table 8 Forecast Sales of Portable Players by Category: Volume 2023-2028
- Table 9 Forecast Sales of Portable Players by Category: Value 2023-2028
- Table 10 Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028
- Table 11 Forecast Sales of Portable Players by Category: % Value Growth 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 12 Sales of Consumer Electronics by Category: Volume 2018-2023
- Table 13 Sales of Consumer Electronics by Category: Value 2018-2023
- Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
- Table 15 Sales of Consumer Electronics by Category: % Value Growth 2018-2023
- Table 16 NBO Company Shares of Consumer Electronics: % Volume 2019-2023
- Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023
- Table 18 Distribution of Consumer Electronics by Channel: % Volume 2018-2023
- Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
- Table 20 Forecast Sales of Consumer Electronics by Category: Value 2023-2028
- Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028
- Table 22 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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