

Portable Consumer Electronics in Middle East and Africa

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INTRODUCTION

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

Egypt: Market context Egypt: Competitive and retail landscape Israel: Market context Israel: Competitive and retail landscape Morocco: Market context Morocco: Competitive and retail landscape Nigeria: Market context Nigeria: Competitive and retail landscape Saudi Arabia: Market context Saudi Arabia: Competitive and retail landscape South Africa: Market context South Africa: Competitive and retail landscape United Arab Emirates: Market context United Arab Emirates: Competitive and retail landscape

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