

# Consumer Electronics in Saudi Arabia

July 2023

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## Computers and Peripherals in Saudi Arabia

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Computers and peripherals remain in a volume decline following pandemic-era boost to sales

Key consumer groups support the revival of desktop sales in Saudi Arabia

Key players continue to innovate to stay relevant, as LG introduces a new lineup of monitors

### PROSPECTS AND OPPORTUNITIES

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Key players look to differentiate offerings in wearables

Limited compatibility with co-branded smartphones somewhat restricts the use of smartwatches

HUAWEI WATCH Buds cited as an “industry first” two-in-one watch-earbuds model

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Consumer electronics industry in Saudi Arabia set to support growth of smartwatches

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