

Home Video in Saudi Arabia

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Samsung, LG, and Haier launch their OLED TVs in Saudi Arabia

TCL Corp grows its footprint in the Kingdom with a new TV range

Polarised offers influence the purchasing decisions of consumers for TVs

PROSPECTS AND OPPORTUNITIES

Popularity of 8K enabled TVs expected to boom over the forecast period

Larger screen sizes to attract ongoing attention over the forecast period

E-commerce expected to remain strong, thanks to convenience for consumers

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