

LED TV in Saudi Arabia: Market Size, Study, by Product, Growth and Forecast 2027

News-Press Release

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Summary

Market Reports on Saudi Arabia Provides the Trending Market

Message

Market Reports on Saudi Arabia Provides the Trending Market Research Report on "Saudi Arabia LED TV Market, By Type, By Screen Size, By Distribution Channel, By Region, Competition Forecast & Opportunities, 2027" under "Consumer Goods Market Research Reports" category. The LED TV Market in Saudi Arabia is projected to exhibit highest growth rate over report offers a collection of superior market research, market analysis, and competitive intelligence and industry reports. [Saudi Arabia LED TV market](#) projected to register robust growth during the forecast period, 2023-2027. Growth in the market can be attributed to increasing digital broadcasting sector and decreasing product prices. The declining prices of LED TVs have made them more affordable for consumers. Additionally, the increasing per capita income in Saudi Arabia has led to a higher purchasing power among consumers, allowing them to invest in better quality electronics such as LED TVs. Another reason for the growing demand for LED TVs is the increasing availability of these products in the market. While demand was previously met through imports, there has been a rise in local production and distribution of LED TVs in recent years. Furthermore, with advancements in technology, LED TVs offer superior picture quality and energy efficiency compared to traditional LCD or plasma televisions. This has led to a shift towards LED TVs among consumers who prioritize high-quality visuals and eco-friendliness. Overall, the combination of affordability, availability, and technological advancements has contributed to the growing demand for LED TVs in Saudi Arabia. Rise in Online Content Consumption Amid COVID-19 Augments the Market Growth:

The sudden outbreak of the COVID-19 pandemic led to an unprecedented health crisis. Numerous countries are implementing internal movements to curb the spread of the virus, which increases the demand for LED TVs. The entertainment companies are, however, focusing on exploring innovative ways to adapt to the new digital landscape during the pandemic. The industry is witnessing a tremendous increase in digital content consumption, with platforms including Netflix and Amazon Prime Video registering a spike in viewership worldwide. Enhancing focus on online content delivery, along with the gradual ease of COVID restrictions, are expected to escalate the popularity of several smart TV brands across Saudi Arabia and in turn, fuel the LED TV market outlook in the upcoming years. Increase in Demand for HD Channels is Projected to Accelerate the Market Growth : The escalating demand for high-definition (HD) channels and video-on-demand (VOD) is primarily supporting the market growth. HD channels offer numerous features including enhanced image quality, high resolution, and extensive color change will provide lucrative opportunities for the market players. In addition to this, with the escalating demand for HD content across Saudi Arabia, smart TV providers are improving their HD offerings, to elevate their market presence. Moreover, producers and telecasters are also extensively making investments in Ultra-High Definition (UHD) resolution technology owing to the improvements in camera technology which is catalyzing the market growth. Proficient film producers are shifting their preference towards Ultra-High Definition (UHD) by using UHD cameras and camcorders driving the growth of the market. On account of the expanding viewing experience, the demand for 4K UHD smart TVs has increased in several commercial applications including hospitality, hotels, and educational institutions which would further play a significant role in fueling the demand for LED TVs in the forthcoming years.

Market Segmentation :

Saudi Arabia LED TV market is segmented into, type, screen size, distribution channel, regional distribution, and competitive landscape. Based on type, the market is divided into HD, FHD, and UHD. Based on screen size, the market is segmented into below 30", 30"-39", 40"-47", 50"-57", and Above 57". Based on distribution channel, the market is divided into Multi Branded Stores, Supermarkets/Hypermarkets, Online, and Others (Exclusive Stores, Institutional Sales, etc.). Saudi Arabia LED TV market is studied in major regions namely Western, Central, Southern, Eastern, and Northern.

Market Players

Samsung Electronics, LG Electronics Gulf FZE ("LGE"), Panasonic Marketing Middle East & Africa FZE, SONY MIDDLE EAST AND AFRICA FZE, TCL Saudi Arabia, Hisense Middle East, Sharp Middle East, Xiaomi Saudi Arabia, Toshiba Gulf FZE, Philips Saudi Arabia, are the key market players operating in Saudi Arabia LED TV market. Report Scope:

In this report, Saudi Arabia LED TV market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

â€¢Saudi Arabia LED TV Market, By Type:

- oHD
- oFHD
- oUHD

â€¢Saudi Arabia LED TV Market, By Screen Size:

- oBelow 30â€•
- oBelow 30â€•-39â€•
- oBelow 40â€•-47â€•
- oBelow 50â€•-57â€•
- oAbove 57â€•

â€¢Saudi Arabia LED TV Market, By Distribution Channel:

- oMulti Branded Stores
- oSupermarkets/Hypermarkets
- oOnline
- oOthers

â€¢Saudi Arabia LED TV Market, By Region:

- oWestern
- oCentral
- oSouthern
- oEastern
- oNorthern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Saudi Arabia LED TV market. Available Customizations: With the given market data offers customizations according to a companyâ€™s specific needs. The following customization options are available for the report:

Company Information

â€¢Detailed analysis and profiling of additional market players (up to five). Browse our full report with Table of Contents:

<https://marketreportsonsaudiArabia.com/report/764393/saudi-arabia-led-tv-market-by-type-hd-fhd-and-uhd-by-screen-size-below----and-above--by-distribution-channel-multi-branded-stores-supermarkets-hypermarkets-online-and-others-exclusive-stores-institutional-sales-etc-by-region-competition-forecast-opportunities>

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