Electrical and Electronics Retailing in Middle East and Africa, 2014-2019; Market Dynamics, Retail Trends, and Competitive Landscape

Description:
Summary
The Electrical and Electronics market accounted for US$32 billion in 2014 in the Middle East and Africa. Saudi Arabia remains the largest and fastest-growing market in the region, and the UAE and Israel are forecast to generate modest growth over the next five years. Markets such as Egypt are badly affected by the economic and political crisis, and an expected decline in sales remains a hurdle for the sales growth. High imports and sales of lookalike smartphones from key brands in local stores are also slowing the value growth of the market. While specialist retailers remain the key channel, the online channel is gaining pace as internet infrastructure grows in the region.

Key Findings
- Saudi Arabia is the largest market for Electrical and Electronics in the region with sales of US$13 billion in 2014. The market grew at a healthy CAGR of 9.1% in 2009-2014 and is set to grow at a CAGR of 6.5% in 2014-2019
- Young consumers, a growing economy and rising income, and buying appetite will remain the key factors driving growth of the category in Saudi Arabia. Smartphones will continue to lead the sales of communication equipment in the kingdom
- The online channel is growing at a CAGR of 16.5%, compared to Electrical and Electronics specialist retailers with 3.3% CAGR. However, physical stores, particularly Electrical and Electronics specialists, still have a strong market in Saudi Arabia and would challenge online electronics retailers entering the market

Synopsis
The “Electrical and Electronics Retailing in Middle East and Africa, 2014-2019” report provides analysis of current and forecast retail sales in Electrical and Electronics across different channels in Middle East and Africa.

What else does this report offer?
- Market insights based on consumer trends and changing economic and demographic factors on a regional and country basis
- Category group and product category retail sales, and the fastest-growing markets for each region
- Retail sales of product categories covered: communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment
- Retail sales, market share, and growth rate of channels included: Electrical and Electronics specialists, cash and carries and warehouse clubs, value, variety stores and general merchandise retailers, other general and non-specialist direct retailers, online, duty free retailers, drug stores and health and beauty stores, department stores, and other specialist retailers

Reasons To Buy
- Get accurate and reliable retail sales data of the five largest Electrical and Electronics markets in the Middle East and Africa: Egypt, South Africa, Israel, UAE, and Saudi Arabia for 2014 and forecast for 2019 to identify the largest and fastest-growing market and to discover profitable markets for expansion/entry
- Explore an in-depth analysis of retail sales data by channels to spot leading channels in Electrical and Electronics’ retail space and develop strategies for specific channels
- Gain access to retail sales data at sub-category level across the region to target key markets for each sub-categories and to analyze their current and future growth prospects
- Learn from consumer insights and retail trends and define your strategies based on the need of
consumers and retail landscape in the country

- Make country level comparisons to effectively target new revenue streams and align your marketing strategies with the crucial trends influencing consumer behavior

- Track competitive landscape based on the information about store count and latest developments for key Electrical and Electronics retailers in the region

Contents:

Global Summary
Global Electronic and Electronics market to surpass US$1.5 trillion by 2019
The US will remain as the world’s largest electronic and electronics market
Bricks-and-mortar stores hold the major share, but are feeling the pinch from the rising popularity of online channels
Retailers are adopting various strategies to benefit from online and Omni-channel presence
Snippets of retail trends in Middle East and Africa
Saudi Arabia to remain the most attractive market driven by smartphone sales
Portable computing devices to remain popular in the region
Middle East and Africa: Electrical and Electronics Retail Market
Middle East and Africa electrical and electronics markets by value 2014 and 2019 (US$ bn)
Middle East and Africa electrical and electronics share of total retail sales, 2009 (%) and 2019 (%)
Middle East and Africa electrical and electronics markets by growth, 2014-2019 (CAGR %)
electrical and electronics total retail sales breakdown, 2009, 2014 and 2019 (%)
Top five markets by each product category
Sub-category level sales for individual markets
Top three largest and fastest growing channels in fastest growing markets
Share and growth of channels and top five countries in each channel
Major electrical and electronics retail trends and major retailers operating in Middle East and Africa region

List of Figures

Figure: 1 Middle East and Africa electrical and electronics markets by value 2014 (US$ bn)
Figure: 2 Share of each country in the Middle East and Africa electrical and electronics market, 2014 (%)
Figure: 3 Share of each country in the Middle East and Africa electrical and electronics market, 2019 (%)
Figure: 4 Electrical and electronics share in the market’s total retail sales, 2014 (%)
Figure: 5 Electrical and electronics share in the market’s total retail sales, 2019 (%)
Figure: 6 Electrical and electronics total retail spend breakup in region by share, 2009, 2014 and 2019 (%)
Figure: 7 Electrical and electronics total retail sales breakdown, 2009, 2014 and 2019 (US$ bn)
Figure: 8 Top five markets by communications equipment, 2014-2019 (US$ bn)
Figure: 9 Top five markets by computer hardware and software sales, 2014-2019 (US$ bn)
Figure: 10 Top five markets by consumer electronics, 2014-2019 (US$ bn)
Figure: 11 Top five markets by household appliances sales, 2014-2019 (US$ bn)
Figure: 12 Top five markets by photographic equipment, 2014-2019 (US$ bn)
Figure: 13-22 Sub-category level sales across Middle East and Africa
Figure: 23 Middle East and Africa electrical and electronics markets by growth 2014-2019 (CAGR %)
Figure: 24 Top three largest and fastest growing channels
Figure: 25 Middle East Africa channel share in 2014 and growth rate, 2014-2019 (CAGR, %)
Figure: 26 Top five markets for electrical and electronics specialists, 2014-2019, (US$ bn)
Figure: 27 Top five markets for hypermarkets, supermarkets and hard-discounters, 2014-2019 (US$ bn)
Figure: 28 Top five markets for online, 2014-2019, (US$ bn)
Figure: 29 Top five markets for music, video, book, stationery and entertainment software specialists, 2014-2019 (US$ bn)
Figure: 30 Top five markets for department stores, 2014-2019 (US$ bn)
Figure: 31 Top five markets for value, variety stores and general merchandise retailers 2014-2019, (US$ billion)
Figure: 32 Top five markets for cash and carries and warehouse clubs 2014-2019, (US$ billion)
Figure: 33 Top five markets for duty free retailers, 2014-2019 (US$ bn)
Figure: 34 Top five markets for home improvement and gardening supplies retailers, 2014-2019 (US$ bn)
Figure: 35 Top five markets for other general and non-specialist direct retailers, 2014-2019 (US$ bn)
Figure: 36 Top five markets for other specialist retailers, 2014-2019 (US$ bn)
Figure: 37 Top five markets for convenience Stores (including Independents) and Gas Stations, 2014-2019 (US$ bn)
Figure: 38 Top five markets for drug stores and health and beauty stores, 2014-2019 (US$ bn)
Figure: 39 Top five markets for vending machines, 2014-2019 (US$ bn)
Figure: 40 Top five markets for clothing, footwear, accessories and luxury goods specialists, 2014-2019 (US$ bn)

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