Saudi Arabia LED TVs Market By Type (HD, FHD and UHD), By Technology (Back Lit Full Array, Edge Lit, Direct Lit and Others), By Screen Size (Up to 30 Inches, 30-39 Inches, 40-49 Inches, etc.), Competition Forecast and Opportunities, 2011 - 2021

Description: LED TVs are televisions that use light emitting diodes instead of traditional cold cathode fluorescent lights for backlighting the display. On account of high picture quality, vibrant and dynamic colors, enhanced video quality and better viewing experience, demand for LED TVs in Saudi Arabia has been witnessing an upsurge.

Demand for LED TVs in the country is majorly met through imports, with few global players operating in the country through their exclusive distributors and dealers. Samsung, LG, Sony and TCL Home Appliances are the major LED TV players operating in Saudi Arabia.

According to this Research report, “Saudi Arabia LED TVs Market By Type, By Technology, By Screen Size, Competition Forecast and Opportunities, 2011 - 2021”, the LED TVs market in Saudi Arabia is projected to register a CAGR of more than 10% during 2016 - 2021.

Growth in LED TVs market in the country is majorly driven by declining product prices, increasing urbanisation, growing disposable income and rising number of residential & commercial construction projects. Back Lit Full Array LED TVs accounted for more than 80% of the LED TV sales in 2015, and the segment's dominance is expected to continue during 2016 - 2021.

“Saudi Arabia LED TVs Market By Type, By Technology, By Screen Size, Competition Forecast and Opportunities, 2011 - 2021” discusses the following aspects of the LED TVs market in Saudi Arabia:

- Saudi Arabia LED TVs Market Size, Share & Forecast
- Segmental Analysis - By Type (HD, FHD & UHD); By Technology (Back Lit Full Array, Edge Lit, Direct Lit and Others); and By Screen Size (30 Inches & smaller, 30-39 Inches, 40-49 Inches, 50-59 Inches, 60-69 Inches and 70 inches & above)
- Policy and Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of Saudi Arabia LED TVs Market
- To identify the customer preference towards LED TVs
- To help industry consultants, LED TV manufacturing companies, distributors and dealers align their market-centric strategies
- To obtain research-based business decisions and add weight to presentations and marketing material
- To gain competitive knowledge of leading market players

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research includes interviews with LED TV manufacturing companies, distributors and industry experts. Secondary research includes an exhaustive search of relevant publications such as company annual reports, financial reports and other proprietary databases.

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12.2.10. Haier Home Appliances

13. Voice of Customers

14. Strategic Recommendations

List of Figures

Figure 1: Saudi Arabia LED TVs Market Size, By Value (USD Million), By Volume (Thousand Units), 2011-2021F
Figure 2: Saudi Arabia LED TVs Market Share, By Region, By Volume, 2015 & 2021F
Figure 3: Saudi Arabia LED TVs Market Share, By Company, By Volume, 2011-2021F
Figure 4: Number of Hospitals & Specialized Centres in North & Central Saudi Arabia, By Province, 2010-2020F
Figure 5: Number of Hospitals & Specialized Centres in Western Saudi Arabia, By Province, 2010-2020F
Figure 6: Number of Hospitals & Specialized Centres in Eastern Saudi Arabia, By Province, 2010-2020F
Figure 7: Number of Hospitals & Specialized Centres in Southern Saudi Arabia, By Province, 2010-2020F
Figure 8: Saudi Arabia LED TVs Market Share, By Technology, By Volume, 2011-2021F
Figure 9: Saudi Arabia LED TVs Market Share, By Screen Size, By Volume, 2011-2021F
Figure 10: Saudi Arabia LED TVs Market Attractiveness Index, By Region, 2015-2021F
Figure 11: Saudi Arabia LED TVs Market Attractiveness Index, By Type, 2015-2021F
Figure 12: Saudi Arabia High Definition LED TVs Market Size, By Value (USD Million), By Volume (Thousand Units) 2011-2021F
Figure 13: Saudi Arabia High Definition LED TVs Average Selling Price, By Company, 2015 (USD per Unit)
Figure 14: Saudi Arabia High Definition LED TVs Market Share, By Price Range, By Value, 2015
Figure 15: Saudi Arabia Full High Definition LED TVs Market Size, By Value (USD Million), By Volume (Thousand Units), 2011-2021F
Figure 16: Saudi Arabia Full High Definition LED TVs Average Selling Price, By Company, 2015 (USD per Unit)
Figure 17: Saudi Arabia Ultra High Definition LED TVs Market Size, By Value (USD Million), By Volume (Thousand Units) 2011-2021F
Figure 18: Saudi Arabia Ultra High Definition LED TVs Average Selling Price, By Company, 2015 (USD per Unit)
Figure 19: Saudi Arabia Percentage of Urban Population to Total Population, 2011-2014
Figure 20: Saudi Arabia GDP Per Capita, 2010 - 2013 (USD)
Figure 21: Saudi Arabia GDP Per Capita, 2010 - 2014 (USD)
Figure 22: Saudi Arabia LED TV Imports & Exports (HS Code: 852812), By Value, 2010-2013 (USD Million)
Figure 23: Saudi Arabia LED TV Imports & Exports (HS Code: 852812), By Country, By Value, 2010
Figure 24: Saudi Arabia LED TV Imports & Exports (HS Code: 852812), By Volume 2011-2013 (Thousand Units)
Figure 25: Saudi Arabia LED TV Imports & Exports (HS Code: 852812), By Country, By Volume, 2011
Figure 26: Saudi Arabia LED TV Imports & Exports (HS Code: 852812), By Country, By Volume, 2013
Figure 27: Saudi Arabia LED TV Imports & Exports (HS Code: 852871), By Value 2012 & 2013 (USD Million)
Figure 28: Saudi Arabia LED TV Imports & Exports (HS Code: 852871), By Country, By Value, 2012
Figure 29: Saudi Arabia LED TV Imports & Exports (HS Code: 852871), By Country, By Volume, 2012
Figure 30: Saudi Arabia LED TV Imports & Exports (HS Code: 852871), By Country, By Volume, 2013
Figure 31: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Value 2012 & 2013 (USD Million)
Figure 32: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Country, By Value, 2012
Figure 33: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Country, By Volume, 2012
Figure 34: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Country, By Volume, 2013
Figure 35: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Country, By Volume, 2013
Figure 36: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Country, By Volume, 2013
Figure 37: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Country, By Volume, 2013
Figure 38: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Country, By Volume, 2013
Figure 39: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Country, By Volume, 2013
Figure 40: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Country, By Volume, 2013
Figure 41: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Country, By Volume, 2013
Figure 42: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Country, By Volume, 2013
Figure 43: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Country, By Volume, 2013
Figure 44: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Country, By Volume, 2013
Figure 45: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Country, By Volume, 2013
Figure 46: Saudi Arabia LED TV Imports & Exports (HS Code: 852872), By Country, By Volume, 2013
Figure 47: Saudi Arabia Number of LED TVs Owned by One Household, 2016 (Base=100)
Figure 48: Saudi Arabia Number of LED TVs Owned, By Brand, 2016 (Base=100)
List of Tables

Table 1: Saudi Arabia Ongoing Commercial Construction Projects, By Contract Value, By Capacity, By Completion Year, as of July 2015
Table 2: Saudi Arabia Ongoing Social Infrastructure Projects, By Contract Value, By Capacity, By Completion Year, as of July 2015
Table 3: Partial List of Under Construction Residential Projects in Saudi Arabia, as of 2014

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