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

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