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CTRONIQ ranked number one for sub-US\$100 tablets sold through retail in Saudi Arabia

GfK data for December 2015 highlights CTRONIQ's growing market presence in KSA

ABU DHABI, UAE – Fast-growing mobile device brand [CTRONIQ](#) is rapidly increasing its market share in the Saudi Arabian tablet category. CTRONIQ was the number one brand for sub-US\$100 tablets sold through the retail channel in the Kingdom of Saudi Arabia (KSA) in December 2015, with 27% share of market volume, according to data from GfK.

By effectively combining high quality products, aggressive price points and a strong retail channel strategy, CTRONIQ continues to build impressive market share in KSA. CTRONIQ is now also the leading white label tablet brand in the specialist electronics store and hypermarket retail channel in KSA.

Attheeq Ahmed (pictured right), Co-Founder at CTRONIQ and General Manager at Headlinks, commented: “CTRONIQ accounted for 27% of all sub-US\$100 tablets sold in the retail channel in KSA in December 2015. We were the number one brand in this segment. For calendar 2015 we increased our volume tablet sales in KSA by a factor of more than eleven compared to the previous year.”



“CTRONIQ was also the leading white label brand for tablets in the retail channel in KSA with 8% market share in December 2015, according to GfK. This result is testament to the quality of our products, our marketing strategy and our partner relationships. We also want to thank Saudi Arabian consumers for their continued support of the CTRONIQ brand.”

Just under 2.5 million tablets were sold in KSA in 2015 with a market value of US\$525m, according to research from GfK. The 7” tablet form factor continues to grow in popularity in the Kingdom, accounting for 66% of tablets sold in December 2015.

CTRONIQ will reinforce its strong Middle East retail channel strategy through its participation as a Silver Sponsor at this month's DISTREE Middle East 2016. The channel event offers consumer technology brands and distributors unprecedented access to senior executives and buyers from the region's leading retailers and e-tailers.

About CTRONIQ:

CTRONIQ is a UK-based entity and the brand was established in 2012. CTRONIQ is a leader in providing innovative digital solutions and mobile devices that meet consumers' evolving needs. Built with digital lifestyle in mind, CTRONIQ products are created by a team of industry experts with a wealth of design experience. All CTRONIQ products aim to provide the ultimate user experience. CTRONIQ's product portfolio continues to evolve and now spans TVs, tablets, wearables, smartphones and accessories. With a strong commitment to channel partners, CTRONIQ continues to expand its availability and consumer reach worldwide. www.ctroniq.co.uk

Contact:

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