

In Saudi Arabia, the official online store Apple has opened

Apple officially launched her online store in Saudi Arabia. Now residents of the country will be able to directly buy Apple devices on the company's website, and not through third -party sellers, as before.

Support in Arabic is available on the site, as well as the ability to do engraving on devices. The company also plans to open its first physical stores in the country in 2026.

This step is part of the expansion of the presence of Apple in the region and corresponds to the general trend, experts note. For example, the new state -owned company Humain was recently represented, which is engaged in artificial intelligence and is funded by the sovereign Foundation of Saudi Arabia. On the same day, Amazon, Google, Nvidia and AMD were announced about partnership with this company for billions of dollars.

For Apple, this is an opportunity to expand sales and strengthen positions in the Middle East.