



**Euromonitor
International**

Mobile Phones in Israel

July 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Samsung launches its AI integrated S24 phone in 2024, but will consumers be able to afford it?
Mid-range products benefit from consumers tightening their belts in 2024
Google Pixel lays off staff in 2024.

PROSPECTS AND OPPORTUNITIES

Apple iPhone 15 and Samsung S24 expected to be market resilient
Mid-priced phones expected to see more development
Google to concentrate on AI capabilities to stay competitive.

CATEGORY DATA

- Table 1 - Sales of Mobile Phones by Category: Volume 2019-2024
- Table 2 - Sales of Mobile Phones by Category: Value 2019-2024
- Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Mobile Phones by Category: % Value Growth 2019-2024
- Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2021-2024
- Table 6 - NBO Company Shares of Mobile Phones: % Volume 2020-2024
- Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2021-2024
- Table 8 - Distribution of Mobile Phones by Channel: % Volume 2019-2024
- Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Mobile Phones by Category: Value 2024-2029
- Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029
- Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

Consumer Electronics in Israel - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

- Table 14 - Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 15 - Sales of Consumer Electronics by Category: Value 2019-2024
- Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
- Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

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SOURCES

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