



# Consumer Electronics in Israel

July 2024

Table of Contents

## Consumer Electronics in Israel

### EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

### MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2019-2024

Table 2 - Sales of Consumer Electronics by Category: Value 2019-2024

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Computers and Peripherals in Israel

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

HP launches printer subscription service on the back of sluggish sales

Reforms may push growth although immediate impact may be limited

Real estate recovery unlikely to generate growth in 2024

### PROSPECTS AND OPPORTUNITIES

Laptops and tablets benefit from portability in an uncertain environment

Subscription service likely to dent sales further

Israeli Standards Reform opens door to enhanced competition

### CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2019-2024

Table 13 - Sales of Computers and Peripherals by Category: Value 2019-2024

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2019-2024

Table 16 - Sales of Computers by Category: Business Volume 2019-2024

Table 17 - Sales of Computers by Category: Business Value MSP 2019-2024

Table 18 - Sales of Computers by Category: Business Volume Growth 2019-2024

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2019-2024

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2020-2024

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2019-2024

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029

- Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2024-2029
- Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029
- Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029
- Table 27 - Forecast Sales of Computers by Category: Business Volume 2024-2029
- Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2024-2029
- Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2024-2029
- Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

## In-Car Entertainment in Israel

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Lack of consumer confidence and lower purchasing power to dent sales
- In car navigation systems becoming obsolete
- Working from home decreases time in car

#### PROSPECTS AND OPPORTUNITIES

- Consumer budget consciousness to further dent market going forward
- Smartphone apps continue to drive in-car entertainment towards obsolescence
- Tablets and smartphones continue to kill off in-car entertainment

#### CATEGORY DATA

- Table 31 - Sales of In-Car Entertainment by Category: Volume 2019-2024
- Table 32 - Sales of In-Car Entertainment by Category: Value 2019-2024
- Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024
- Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2019-2024
- Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2020-2024
- Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024
- Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2019-2024
- Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029
- Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2024-2029
- Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029
- Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

## Home Audio and Cinema in Israel

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Home audio and cinema expected to struggle in 2024
- Housing market rebounds
- Low consumer confidence continues to hit home audio and cinema.

#### PROSPECTS AND OPPORTUNITIES

- Government attempts to lower prices and introduce competition may help to stimulate market
- Housing market likely to fluctuate for some time
- Import difficulties likely to hinder market growth.

#### CATEGORY DATA

- Table 42 - Sales of Home Audio and Cinema by Category: Volume 2019-2024
- Table 43 - Sales of Home Audio and Cinema by Category: Value 2019-2024
- Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024
- Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024

- Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024
- Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024
- Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024
- Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029
- Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029
- Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029
- Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

## Home Video in Israel

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Televisions to see moderate growth thanks to price cuts
- Sales supported by rebound of housing market
- Video players becoming obsolete

#### PROSPECTS AND OPPORTUNITIES

- Government attempts to lower prices and introduce competition may help to stimulate market for televisions
- Migration from LCD TVs to OLED models expected to gain momentum
- Import difficulties likely to hinder market growth.

#### CATEGORY DATA

- Table 53 - Sales of Home Video by Category: Volume 2019-2024
- Table 54 - Sales of Home Video by Category: Value 2019-2024
- Table 55 - Sales of Home Video by Category: % Volume Growth 2019-2024
- Table 56 - Sales of Home Video by Category: % Value Growth 2019-2024
- Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024
- Table 58 - NBO Company Shares of Home Video: % Volume 2020-2024
- Table 59 - LBN Brand Shares of Home Video: % Volume 2021-2024
- Table 60 - Distribution of Home Video by Channel: % Volume 2019-2024
- Table 61 - Forecast Sales of Home Video by Category: Volume 2024-2029
- Table 62 - Forecast Sales of Home Video by Category: Value 2024-2029
- Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2024-2029
- Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2024-2029
- Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

## Headphones in Israel

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- High prices do not deter consumers during 2024
- Mid-range brands offer headphones in the premium price range.
- Noise cancelling earphones very popular

#### PROSPECTS AND OPPORTUNITIES

- TWS buds to remain resilient amidst price sensitivity.
- Children's products likely to grow further
- Mid-range players to migrate further into premium headphones.

#### CATEGORY DATA

- Table 66 - Sales of Headphones by Category: Volume 2019-2024
- Table 67 - Sales of Headphones by Category: Value 2019-2024

- Table 68 - Sales of Headphones by Category: % Volume Growth 2019-2024
- Table 69 - Sales of Headphones by Category: % Value Growth 2019-2024
- Table 70 - NBO Company Shares of Headphones: % Volume 2020-2024
- Table 71 - LBN Brand Shares of Headphones: % Volume 2021-2024
- Table 72 - Distribution of Headphones by Channel: % Volume 2019-2024
- Table 73 - Forecast Sales of Headphones by Category: Volume 2024-2029
- Table 74 - Forecast Sales of Headphones by Category: Value 2024-2029
- Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2024-2029
- Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2024-2029

## Imaging Devices in Israel

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Sales continue negative path despite price cuts
- Price polarisation becomes more pronounced over 2024
- Retailers offer price cuts on children's products.

#### PROSPECTS AND OPPORTUNITIES

- Smartphones likely to continue to kill off imaging devices.
- Prices are likely to remain high which will further hinder category development
- Increasing reliance on professionals and hobbyists will shape direction of innovation

#### CATEGORY DATA

- Table 77 - Sales of Imaging Devices by Category: Volume 2019-2024
- Table 78 - Sales of Imaging Devices by Category: Value 2019-2024
- Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2019-2024
- Table 80 - Sales of Imaging Devices by Category: % Value Growth 2019-2024
- Table 81 - NBO Company Shares of Imaging Devices: % Volume 2020-2024
- Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2021-2024
- Table 83 - Distribution of Imaging Devices by Channel: % Volume 2019-2024
- Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2024-2029
- Table 85 - Forecast Sales of Imaging Devices by Category: Value 2024-2029
- Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029
- Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

## Mobile Phones in Israel

### 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 88 - Sales of Mobile Phones by Category: Volume 2019-2024
- Table 89 - Sales of Mobile Phones by Category: Value 2019-2024

- Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2019-2024
- Table 91 - Sales of Mobile Phones by Category: % Value Growth 2019-2024
- Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2021-2024
- Table 93 - NBO Company Shares of Mobile Phones: % Volume 2020-2024
- Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2021-2024
- Table 95 - Distribution of Mobile Phones by Channel: % Volume 2019-2024
- Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2024-2029
- Table 97 - Forecast Sales of Mobile Phones by Category: Value 2024-2029
- Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
- Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029
- Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

## Portable Players in Israel

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Wireless speakers category maintains positive performance
- E-readers is a static category in 2024.
- Portable media players rendered obsolete

#### PROSPECTS AND OPPORTUNITIES

- E-readers will see some growth but market remains quiet and lacking in interest
- Prices to remain high, with little to no discounting to be seen.
- Voice assistants and voice controlled systems to be increasingly popular

#### CATEGORY DATA

- Table 101 - Sales of Portable Players by Category: Volume 2019-2024
- Table 102 - Sales of Portable Players by Category: Value 2019-2024
- Table 103 - Sales of Portable Players by Category: % Volume Growth 2019-2024
- Table 104 - Sales of Portable Players by Category: % Value Growth 2019-2024
- Table 105 - NBO Company Shares of Portable Players: % Volume 2020-2024
- Table 106 - LBN Brand Shares of Portable Players: % Volume 2021-2024
- Table 107 - Distribution of Portable Players by Channel: % Volume 2019-2024
- Table 108 - Forecast Sales of Portable Players by Category: Volume 2024-2029
- Table 109 - Forecast Sales of Portable Players by Category: Value 2024-2029
- Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029
- Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

## Wearable Electronics in Israel

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Samsung Ring to launch in 2024, with Apple set to hit back with AI integrated features
- Haylou & Xiaomi present lower priced alternatives as consumers seek less expensive products
- Google Fitbit may suffer due to staff layoffs in Israel in 2024

#### PROSPECTS AND OPPORTUNITIES

- Contracting consumer spending power to boost mid-priced brands
- Apple and Samsung likely to remain resilient at the top end of the market
- Price discounts and innovation to entice consumers to continue

#### CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2019-2024  
Table 113 - Sales of Wearable Electronics by Category: Value 2019-2024  
Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2019-2024  
Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2019-2024  
Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2020-2024  
Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2021-2024  
Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2019-2024  
Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2024-2029  
Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2024-2029  
Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029  
Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-electronics-in-israel/report](http://www.euromonitor.com/consumer-electronics-in-israel/report).