



# Imaging Devices in Israel

July 2024

Table of Contents

## Imaging Devices in Israel - Category analysis

### 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 1 - Sales of Imaging Devices by Category: Volume 2019-2024

Table 2 - Sales of Imaging Devices by Category: Value 2019-2024

Table 3 - Sales of Imaging Devices by Category: % Volume Growth 2019-2024

Table 4 - Sales of Imaging Devices by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Imaging Devices: % Volume 2020-2024

Table 6 - LBN Brand Shares of Imaging Devices: % Volume 2021-2024

Table 7 - Distribution of Imaging Devices by Channel: % Volume 2019-2024

Table 8 - Forecast Sales of Imaging Devices by Category: Volume 2024-2029

Table 9 - Forecast Sales of Imaging Devices by Category: Value 2024-2029

Table 10 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Imaging Devices by Category: % Value Growth 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 12 - Sales of Consumer Electronics by Category: Volume 2019-2024

Table 13 - Sales of Consumer Electronics by Category: Value 2019-2024

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

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### SOURCES

Summary 1 - Research Sources

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