



**Euromonitor
International**

Home Video in Israel

July 2024

Table of Contents

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 1 - Sales of Home Video by Category: Volume 2019-2024
- Table 2 - Sales of Home Video by Category: Value 2019-2024
- Table 3 - Sales of Home Video by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Home Video by Category: % Value Growth 2019-2024
- Table 5 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024
- Table 6 - NBO Company Shares of Home Video: % Volume 2020-2024
- Table 7 - LBN Brand Shares of Home Video: % Volume 2021-2024
- Table 8 - Distribution of Home Video by Channel: % Volume 2019-2024
- Table 9 - Forecast Sales of Home Video by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Home Video by Category: Value 2024-2029
- Table 11 - Forecast Sales of Home Video by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Home Video by Category: % Value Growth 2024-2029
- Table 13 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

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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