



# Home Video in Israel

July 2024

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## Home Video in Israel - Category analysis

### 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

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