

Headphones in Israel

July 2024

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Headphones in Israel - Category analysis

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

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

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