

Headphones in Israel

Market Direction | 2023-07-28 | 18 pages | Euromonitor

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Report description:

As was the case throughout the review period, TWS earbuds is poised to be the most dynamic performer among the main headphones categories in Israel in volume growth terms in 2023. Increasing appreciation for the convenience and portability of these products has continued to buoy demand, particularly now that consumers are spending more time outside the home with the return to pre-pandemic routines. Due to their lightweight and compact design features, they are an especially popular choice among...

Euromonitor International's Headphones in Israel report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: TWS Earbuds, Wireless Earphones, Wireless Headbands.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Headphones market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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TWS earbuds remains the fastest expanding category in volume terms

Sales of wireless earphones continue to plummet

AirPods maintains its leading position but faces growing competition

PROSPECTS AND OPPORTUNITIES

Growing use of TWS earbuds will continue to erode demand for other product types

Sound quality and noise cancellation set to remain key battlegrounds

Mass segment expected to gain ground in TWS earbuds

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