

Headphones in Israel

Market Direction | 2024-07-31 | 18 pages | Euromonitor

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Report description:

Headphones is set to see volume sales rise in Israel in 2024. The headphones category, particularly TWS buds, has appeared to be immune from consumer price sensitivity over 2024 as prices have not decreased and neither have price promotions been much in evidence during the year. This demonstrates that most consumers are still willing to pay for a high-quality product to ensure that they do not damage their ears.

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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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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