

Portable Players in Israel

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

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Report description:

Portable players is set to see volume sales increase in Israel in 2024 driven by wireless speakers. In keeping with its results throughout the review period, the wireless speakers category is set to see volume growth in 2024. It continues to benefit from the increasing consumer preference for streaming music and other audio content via smartphones and computers. Additionally, more Israelis are now choosing to combine one or more of these devices with smart TVs and monitors to create an immersive...

Euromonitor International's Portable Players 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: E-Readers, Portable Media Players, Wireless Speakers.

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

Why buy this report?

- * Get a detailed picture of the Portable Players 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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PORTABLE PLAYERS IN ISRAEL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wireless speakers category maintains positive performance

E-readers is a static category in 2024.

Portable media players rendered obsolete

PROSPECTS AND OPPORTUNITIES

E-readers will see some growth but market remains quiet and lacking in interest

Prices to remain high, with little to no discounting to be seen.

Voice assistants and voice controlled systems to be increasingly popular

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