

Consumer Electronics in Israel

August 2025

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DISCLAIMER

Computers and Peripherals in Israel

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Volume sales of computers and peripherals fall as purchasing power declines OMS (Israel) Ltd maintains its lead, expanding its share through the HP brand Appliance and electronics specialists remain the most resilient distribution channel

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Sale of computers and peripherals are expected to decline amid economic and workplace uncertainty A lack of innovation is expected, as economic and geopolitical pressures hinder investment Opportunities exists if economic and geopolitical conditions improve

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PROSPECTS AND OPPORTUNITIES

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Electra Consumer Products Ltd maintains its lead while Mini Line improves its share

Appliance and electronics specialists remain the leading channel despite economic stagnation

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Brands LG and Samsung lead home video, but face growing pressure from Xiaomi

Appliance and electronics specialists remain the top distribution channel for home video in 2025

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Wearable Electronics in Israel

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