



# Home Video in Israel

August 2025

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Retail volume sales fall in 2025, despite some demand for mid-range televisions

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

#### PROSPECTS AND OPPORTUNITIES

Sales of home video are expected to see marginal volume growth over the forecast period

New technology unlikely to enter Israel amid economic uncertainty

Innovation is unlikely during the forecast period due to economic pressures and job redundancies

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