



Euromonitor
International

Wireless Headphones in Israel

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Wireless headphones record growth, driven by demand for quality audio and AI integration
iDigital Store Ltd maintains its leadership in wireless headphones with the Apple brand
Appliance and electronics retailers to strengthen its lead as the most dynamic channel

PROSPECTS AND OPPORTUNITIES

Wireless headphone sales are expected to rise despite challenging economic conditions
AI-enhanced wireless earphones are expected to gain traction and drive growth
Wireless headphones may integrate advanced fitness tracking and personalised sound experiences

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