

Computers and Peripherals in Israel

July 2024

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Computers and Peripherals in Israel - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

HP launches printer subscription service on the back of sluggish sales Reforms may push growth although immediate impact may be limited Real estate recovery unlikely to generate growth in 2024

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Laptops and tablets benefit from portability in an uncertain environment Subscription service likely to dent sales further Israeli Standards Reform opens door to enhanced competition

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