



Portable Players in Israel

July 2024

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Portable Players in Israel - Category analysis

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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