

# Computers and Peripherals in Israel

July 2023

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## Computers and Peripherals in Israel - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Laptops increasingly favoured over desktops  
Smartphones and laptops cannibalise demand for tablets  
Remote working and gaming trends boost sales of monitors

#### PROSPECTS AND OPPORTUNITIES

Laptops projected to show the strongest growth in retail volume sales  
Demand for tablets will continue to fall  
Gaming-optimised monitors expected to gain popularity

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