

Portable Players in Israel

July 2023

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Portable Players in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wireless speakers remains the fastest developing category in volume terms Demand for e-readers holds up reasonably well despite threat from other devices Volume sales of portable media players continue to decline rapidly

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Outlook for wireless speakers remains bright JBL set to face more intense competition from Google Home and Amazon Echo Lack of innovation will further diminish appeal of portable media players

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