

Appliances and Electronics Specialists in Israel

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales continue to normalise after the spikes and crashes seen during the era of the pandemic

Mahsaney Hashmal maintains its lead thanks to myriad strengths

Importance of physical stores evidenced by a slight uptick in outlets

PROSPECTS AND OPPORTUNITIES

Gaming products will continue to attract attention over the forecast period

Revolution of AI also set to inspire sales across appliances and electronics

Leading retailers continue to invest to smooth the path to purchase

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Competitive landscape

What next for retail?

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