



Euromonitor
International

Computers and Peripherals in Israel

August 2025

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Computers and Peripherals in Israel - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume sales of computers and peripherals fall as purchasing power declines
OMS (Israel) Ltd maintains its lead, expanding its share through the HP brand
Appliance and electronics specialists remain the most resilient distribution channel

PROSPECTS AND OPPORTUNITIES

Sale of computers and peripherals are expected to decline amid economic and workplace uncertainty
A lack of innovation is expected, as economic and geopolitical pressures hinder investment
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