

Home Video in Israel

July 2023

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Home Video in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for televisions slows but remains robust OLED TVs continue to gain popularity at the expense of LCD models Sales of video players are in long-term decline

PROSPECTS AND OPPORTUNITIES

Migration from LCD TVs to OLED models expected to gain momentum Leading brands set to face more aggressive challenge from recent entrant Xiaomi BD players likely to fare slightly better than DVD players

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