



Appliances and Electronics Specialists in Israel

March 2024

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Appliances and Electronics Specialists in Israel - Category analysis

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
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