

## **Refrigeration Appliances in Israel**

Market Direction | 2022-12-08 | 40 pages | Euromonitor

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### **Report description:**

Retail volume sales of refrigeration appliances have seen positive growth since the onset of the COVID-19 pandemic, and while the growth rate has slowed down since 2020, it remains positive in 2022. At the beginning of the pandemic, Israelis were very concerned about securing food for their families and began to stock up on various essential food products. Since people were forced to stay-at-home and therefore increased their at-home eating habits, some consumers saw the need to purchase bigger...

Euromonitor International's Refrigeration Appliances in Israel report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Refrigeration Appliances market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Refrigeration Appliances in Israel  
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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Category demand moderates but continues to grow as consumers with more disposable income continue to upgrade their homes

Demand suppressed due to pressure from inflation

Brimag Digital Age continues to lead refrigeration appliances thanks to the strong performance of its lower-priced Beko brand

##### PROSPECTS AND OPPORTUNITIES

Consumers will likely continue to cook and eat at home supporting demand for refrigeration appliances

Electronic and appliances specialist retailers to remain dominant channel despite rise of e-commerce

Sustainability and desire to keep foods fresher for longer will be key focuses for category innovation

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