

Discounters in Israel

Market Direction | 2023-10-19 | 35 pages | Euromonitor

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Report description:

Discounters significantly benefited from the pandemic as greater at-home consumption and increasing price sensitivity amongst local consumers meant that they sought value for money. This resulted in double-digit current value growth for the channel in 2020, making it the strongest performer in grocery retailers, as this format is perceived as offering more competitive, and therefore more affordable, prices. Many local consumers prefer discounters for the physical shopping experience, identifying...

Euromonitor International's Discounters in Israel report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Discounters 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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The resumption of society in 2022 leads to a slowdown in growth of discounters following a pandemic-induced surge in 2020 and 2021

Victory expands its offer of premium quality meat at competitive prices

The popularity of discounters in Israel is motivated by competitive prices

PROSPECTS AND OPPORTUNITIES

Industry players increasingly differentiate given the increasing maturity of the discounters channel

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