

## **Israel Laundry Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

Market Report | 2024-02-17 | 140 pages | Mordor Intelligence

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### **Report description:**

The Israel Laundry Appliances Market size is estimated at USD 290.81 million in 2024, and is expected to reach USD 341.24 million by 2029, growing at a CAGR of 3.25% during the forecast period (2024-2029).

The impact of COVID-19 on dry cleaning and laundry services in Israel varied depending on the customer base. Companies dependent on cleaning business wear were negatively affected due to business closures and moving to work from home culture. While some companies that were more focused on business-to-business sales increased their sales as their customers intensified cleaning efforts to minimize the infection risk.

Home laundry appliances in Israel experienced a decrease in sales last year. Although a slight increase in laundry habits was possible due to concerns about germs, consumers spent most of their time at home wearing a smaller clothes collection. It, thus, reduced the need to do laundry. Furthermore, not all people in Israel had more disposable income. Some consumers preferred to fix old washing machines or hang their clothes outside to dry, given the country's warm climate.

The growth in home laundry appliances slowed slightly in the past two years due to the slowdown in the housing market. Housing acquisitions slowed significantly due to Buyer's Price's governmental housing plan, which offers apartments at lower-than-market prices. These also caused market uncertainty about whether apartment prices would continue rising. Therefore, many consumers wait until the situation is clearer before buying a home. With the pickup of home buyers, the laundry market will catch up with the pace and grow further.

Israel Laundry Appliances Market Trends

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## Washing Machines are the Most Preferred at Home Laundry Appliances

Israel's home laundry appliances market is eyeing more of the larger washing machines as laundry is a daily chore for Israelis. Consumer preferences are continuously changing with increasingly busy lifestyles. They want to utilize highly efficient and time-saving laundry options. In the review period, companies offering various automatic washing machines responded to the changing preferences of consumers by expanding their offers of larger capacity models. 8 kg products became almost the standard in the category, though companies also launched many new 9 kg models. Machines with capacities of 10-11 kg became more widely available. Over the forecast period, new launches will likely accentuate the shift towards larger capacity models in automatic washing machines and tumble dryers. Israeli consumers equally receive lower-cost brands as well as premiums.

## Ecommerce Sales grow as an Emerging Distribution Channel for the Purchases

E-commerce in Israel is growing at a whooping rate and is expected to grow at a CAGR of over 15%. In the last ten years, it grew by double digits despite its modest population and is majorly driven by cross-border e-commerce. Only a few Israeli businesses are selling online, with prices usually substantially higher than those of cross-border retailers. This trend is because of high value-added taxes (VAT) and monopolies on numerous consumer goods. Nearly 80% of Israeli online shoppers bought products abroad, predominantly from China, the UK, and the US. Israel is a fairly digitalized country with about 75% Internet penetration and a more than 60% smartphone market. The dominant e-commerce categories in Israel include Home Electronics, Fashion & Footwear, and Media Products. Housewares and groceries are also popular products purchased online.

## Israel Laundry Appliances Industry Overview

The Israel laundry appliances market is characterized by many nearly consolidated foreign players established for a long time and tougher competition to the newer players. BSH maintained its leadership in the home laundry appliances sector, with the gains coming from its Bosch, Siemens, and Constructa brands. These brands are perceived as reliable, offering high-quality products, and are often recommended by professionals and salespeople. The major players are Alliance Laundry Systems, Bosch, Candy Group, Electrolux, and GD Midea Holding Co., Ltd.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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