

# Refrigeration Appliances in Israel

December 2022

Table of Contents

## Refrigeration Appliances in Israel - Category analysis

### 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

#### CATEGORY DATA

Table 1 - Sales of Refrigeration Appliances by Category: Volume 2017-2022

Table 2 - Sales of Refrigeration Appliances by Category: Value 2017-2022

Table 3 - Sales of Refrigeration Appliances by Category: % Volume Growth 2017-2022

Table 4 - Sales of Refrigeration Appliances by Category: % Value Growth 2017-2022

Table 5 - Sales of Freezers by Format: % Volume 2017-2022

Table 6 - Sales of Freezers by Volume Capacity: % Volume 2017-2022

Table 7 - Sales of Fridge Freezers by Format: % Volume 2017-2022

Table 8 - Sales of Fridge Freezers by Volume Capacity: % Volume 2017-2022

Table 9 - Sales of Fridge Freezers by Connected Appliances: % Volume 2018-2022

Table 10 - Sales of Fridges by Volume Capacity: % Volume 2017-2022

Table 11 - NBO Company Shares of Refrigeration Appliances: % Volume 2018-2022

Table 12 - LBN Brand Shares of Refrigeration Appliances: % Volume 2019-2022

Table 13 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2018-2022

Table 14 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2018-2022

Table 15 - NBO Company Shares of Freestanding Fridges: % Volume 2018-2022

Table 16 - Distribution of Refrigeration Appliances by Format: % Volume 2017-2022

Table 17 - Production of Refrigeration Appliances: Total Volume 2017-2022

Table 18 - Forecast Sales of Refrigeration Appliances by Category: Volume 2022-2027

Table 19 - Forecast Sales of Refrigeration Appliances by Category: Value 2022-2027

Table 20 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2022-2027

Table 21 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2022-2027

## Consumer Appliances in Israel - Industry Overview

### EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

### MARKET INDICATORS

Table 22 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2017-2022

Table 23 - Replacement Cycles of Consumer Appliances by Category 2017-2022

Table 24 - Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2022-2027

Table 25 - Forecast Replacement Cycles of Consumer Appliances by Category 2022-2027

### MARKET DATA

Table 26 - Sales of Consumer Appliances by Category: Volume 2017-2022

Table 27 - Sales of Consumer Appliances by Category: Value 2017-2022  
 Table 28 - Sales of Consumer Appliances by Category: % Volume Growth 2017-2022  
 Table 29 - Sales of Consumer Appliances by Category: % Value Growth 2017-2022  
 Table 30 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022  
 Table 31 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022  
 Table 32 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022  
 Table 33 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022  
 Table 34 - Sales of Small Appliances by Category: Volume 2017-2022  
 Table 35 - Sales of Small Appliances by Category: Value 2017-2022  
 Table 36 - Sales of Small Appliances by Category: % Volume Growth 2017-2022  
 Table 37 - Sales of Small Appliances by Category: % Value Growth 2017-2022  
 Table 38 - NBO Company Shares of Major Appliances: % Volume 2018-2022  
 Table 39 - LBN Brand Shares of Major Appliances: % Volume 2019-2022  
 Table 40 - NBO Company Shares of Small Appliances: % Volume 2018-2022  
 Table 41 - LBN Brand Shares of Small Appliances: % Volume 2019-2022  
 Table 42 - Distribution of Major Appliances by Format: % Volume 2017-2022  
 Table 43 - Distribution of Small Appliances by Format: % Volume 2017-2022  
 Table 44 - Forecast Sales of Consumer Appliances by Category: Volume 2022-2027  
 Table 45 - Forecast Sales of Consumer Appliances by Category: Value 2022-2027  
 Table 46 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027  
 Table 47 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027  
 Table 48 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027  
 Table 49 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027  
 Table 50 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027  
 Table 51 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027  
 Table 52 - Forecast Sales of Small Appliances by Category: Volume 2022-2027  
 Table 53 - Forecast Sales of Small Appliances by Category: Value 2022-2027  
 Table 54 - Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027  
 Table 55 - Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

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## SOURCES

Summary 1 - Research Sources

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