

# Home Laundry Appliances in Israel

December 2023

Table of Contents

## Home Laundry Appliances in Israel - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers reluctant to spend on big ticket items  
Leading player, BSH, targets demand for convenience  
Unfavourable housing market

#### PROSPECTS AND OPPORTUNITIES

Importers able to self-declare compliance with EU regulations  
Environmental and economic concerns to influence purchasing behaviour  
Outlook tied to housing market

#### CATEGORY DATA

Table 1 - Sales of Home Laundry Appliances by Category: Volume 2018-2023  
Table 2 - Sales of Home Laundry Appliances by Category: Value 2018-2023  
Table 3 - Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023  
Table 5 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023  
Table 6 - Sales of Automatic Washing Machines by Format: % Volume 2018-2023  
Table 7 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023  
Table 8 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023  
Table 9 - NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023  
Table 10 - LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023  
Table 11 - Distribution of Home Laundry Appliances by Format: % Volume 2018-2023  
Table 12 - Production of Home Laundry Appliances: Total Volume 2018-2023  
Table 13 - Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028  
Table 14 - Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028  
Table 15 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028  
Table 16 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

## Consumer Appliances in Israel - Industry Overview

### EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer appliances?

### MARKET INDICATORS

Table 17 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024  
Table 18 - Replacement Cycles of Consumer Appliances by Category 2018-2024

### MARKET DATA

Table 19 - Sales of Consumer Appliances by Category: Volume 2018-2023  
Table 20 - Sales of Consumer Appliances by Category: Value 2018-2023  
Table 21 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023  
Table 22 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023  
Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023  
Table 24 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023  
Table 25 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023  
Table 26 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: Volume 2018-2023  
Table 28 - Sales of Small Appliances by Category: Value 2018-2023  
Table 29 - Sales of Small Appliances by Category: % Volume Growth 2018-2023  
Table 30 - Sales of Small Appliances by Category: % Value Growth 2018-2023  
Table 31 - NBO Company Shares of Major Appliances: % Volume 2019-2023  
Table 32 - LBN Brand Shares of Major Appliances: % Volume 2020-2023  
Table 33 - NBO Company Shares of Small Appliances: % Volume 2019-2023  
Table 34 - LBN Brand Shares of Small Appliances: % Volume 2020-2023  
Table 35 - Distribution of Major Appliances by Format: % Volume 2018-2023  
Table 36 - Distribution of Small Appliances by Format: % Volume 2018-2023  
Table 37 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028  
Table 38 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028  
Table 39 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028  
Table 40 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028  
Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028  
Table 42 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028  
Table 43 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028  
Table 44 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028  
Table 45 - Forecast Sales of Small Appliances by Category: Volume 2023-2028  
Table 46 - Forecast Sales of Small Appliances by Category: Value 2023-2028  
Table 47 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028  
Table 48 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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#### SOURCES

Summary 1 - Research Sources

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