

# Refrigeration Appliances in Israel

December 2023

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## Refrigeration Appliances in Israel - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Challenging political and economic situation leads to consumer caution  
Brimag Digital Age retains lead, but faces growing competition from smaller players  
Slowdown in housing market adversely affects demand

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Removal of inspection requirement set to benefit category development  
Appliances and electronics specialists to remain dominant  
Hybrid work, health awareness and sustainability to influence demand

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