

# Retail E-Commerce in Israel

March 2024

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## Retail E-Commerce in Israel - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail e-commerce supported by the constant evolution of retailers' online platforms

E-commerce continues to face some challenges in the country, as the logistics exclude some smaller players

Competitive landscape combines a few big-name players and many small ones

#### PROSPECTS AND OPPORTUNITIES

Ongoing developments expected in retail e-commerce over the forecast period

Influencer and celebrity collaborations are expected to boost brands

Prospects for farm-to-table foods e-commerce and third party grocery delivery options alike

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