



Euromonitor  
International

# Refrigeration Appliances in Israel

February 2026

Table of Contents

## Refrigeration Appliances in Israel - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Premiumisation drives value growth

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Upscale housing drives demand for premium refrigeration appliances

Fridge freezers dominates sales

Larger capacity models see demand

#### WHAT'S NEXT?

Wealthy consumers drive premiumisation and energy efficiency

Fridge freezers to remain dominant

Energy efficiency and multi-functionality to shape future

#### COMPETITIVE LANDSCAPE

Top two brands maintain lead with stable market shares

No new entrants or significant product launches in 2025

#### CHANNELS

Appliances and electronics specialists dominates offline sales

Stable distribution channels with growing e-commerce influence

E-commerce demand supported by price-conscious consumers

#### PRODUCTS

Smart and AI technologies drive premium fridge sales

Chart 3 - Samsung Family Hub RF87DG9817B1 (Smart & AI-Powered)

Energy efficiency drives innovation in design

Chart 4 - Haier Pushes Energy-Saving Four-Door Fridge in Newpan's Summer 2025 Campaign

Premiumisation trend drives demand for high-end fridges

Chart 5 - LG Brings Smart Design Refrigeration

#### COUNTRY REPORTS DISCLAIMER

## Consumer Appliances in Israel - Industry Overview

### EXECUTIVE SUMMARY

Cautious consumer spending

#### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

#### INDUSTRY PERFORMANCE

Sluggish housing market and cautious consumers slow growth

Refrigeration appliances characterised by high level of penetration

Air conditioners sees growth despite market challenges

#### WHAT'S NEXT?

Consumers prioritise energy efficiency and smart features

Cooking at home trend to support demand

Air conditioners lead growth with smart and ai features

Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

## COMPETITIVE LANDSCAPE

Leading brands maintain edge through innovation and promotions

No significant mergers or acquisitions in 2025

## CHANNELS

Appliances and electronics specialists drives offline sales

No new retail concepts emerge in 2026

Retail e-commerce gains traction with competitive pricing

## PRODUCTS

Sustainability drives innovation through efficient product design

Chart 9 - Haier Pushes Energy-Saving Four-Door Fridge in Newpan's Summer 2025 Campaign

Smart and AI-powered tech becomes mainstream in appliances

Chart 10 - Ecovacs Introduces Deebot X8 Pro

Compact multi-functionality gains traction in premium kitchen appliances

Chart 11 - Magimix Cook Expert Offers Multi-Functionality

## ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Israel 2025

## CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Israel 2025

Chart 15 - Consumer Landscape in Israel 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/refrigeration-appliances-in-israel/report](http://www.euromonitor.com/refrigeration-appliances-in-israel/report).