



Microwaves in Israel

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for affordable, multi-functional products

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Conflict and import reform drive sales

Freestanding models dominate sales

Affordability drives growth in freestanding models

WHAT'S NEXT?

Affordable and multi-functional microwaves drive Israeli sales

Chart 3 - Midea Versa – Affordable Multi-Function Choice

Freestanding microwaves to remain dominant in Israel

Energy efficiency and multi-functionality to shape future sales

COMPETITIVE LANDSCAPE

Leading brands maintain share amidst stable market conditions

No significant mergers or new launches expected

CHANNELS

Appliances and electronics specialists leads but loses ground

Chart 4 - Osher Ad's New Appliance Push

Hypermarkets and direct sales driving change in retail landscape

Chart 5 - Electra Expands with Low-Cost Imports

E-commerce plays supporting role in microwaves sales

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/microwaves-in-israel/report.