



Euromonitor
International

General Merchandise Stores in Israel

June 2026

Table of Contents

[General Merchandise Stores in Israel - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Rising Appeal of Variety Stores Creates Positive Momentum

Variety Stores Attract Budget-Focused Shoppers as Demand Rises

Direct Import and Logistics Empower Private Label Innovation

Chart 2 - Direct Import and Logistics Drive Private Label Expansion

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Max Stock Expands Grocery Offer to Attract Budget-Focused Shoppers

Digital Integration and Policy Reforms Intensify Retail Competition

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Max Stock Expands Logistics and Private Label to Defend Lead

Yochananof Divests Zol Stock to Fuel Discount Expansion

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for General Merchandise Stores

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for General Merchandise Stores

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Israel - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Discounters and E-Commerce Outperform Traditional Formats as Shoppers Seek Value

Wolt'S Digital Innovation Reshapes Everyday Shopping Habits

Chart 16 - Wolt'S Platform Expansion Accelerates E-Commerce Transformation

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

International Brands Accelerate Digital Transformation to Meet Hybrid Demand

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 21 - Analyst Insight for Retail

Rami Levy'S Value Focus Narrows Shufersal'S Lead as Innovation Accelerates

Zara Launches Innovative Flagship Store

Chart 22 - Zara Merges Fashion and Home to Create a Seamless Lifestyle Shopping Experience

Adidas Launches Digital Transformation in Concept Stores

Chart 23 - Digital Transformation in Adidas Concept Stores

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 26 - Standard Opening Hours by Channel Type 2025

Seasonality

Jewish New Year

Passover

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/general-merchandise-stores-in-israel/report.