



# Direct Selling in Israel

March 2024

Table of Contents

## Direct Selling in Israel - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rise in sales of door-to-door products  
Increased expenditure towards healthcare and lifestyle  
Sellers adapt their strategies to consumer purchasing behaviours

#### PROSPECTS AND OPPORTUNITIES

Anticipated rise in home improvement products via direct selling  
More high-quality products expected to appear in direct sellers portfolios  
Health and wellbeing trends will continue to drive sales in such products

#### CHANNEL DATA

Table 1 - Direct Selling by Product: Value 2018-2023  
Table 2 - Direct Selling by Product: % Value Growth 2018-2023  
Table 3 - Direct Selling GBO Company Shares: % Value 2019-2023  
Table 4 - Direct Selling GBN Brand Shares: % Value 2020-2023  
Table 5 - Direct Selling Forecasts by Product: Value 2023-2028  
Table 6 - Direct Selling Forecasts by Product: % Value Growth 2023-2028

## Retail in Israel - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
Key trends: retailers rethink their strategies to attract consumers  
Competitive landscape  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
Summary 1 - Standard Opening Hours by Channel Type 2023  
Seasonality  
New Year Jewish Holiday  
Passover  
Payments  
Delivery and collection  
Emerging business models

### MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023  
Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023  
Table 9 - Sales in Retail Offline by Channel: Value 2018-2023  
Table 10 - Sales in Retail Offline by Channel: % Value Growth 2018-2023  
Table 11 - Retail Offline Outlets by Channel: Units 2018-2023  
Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023  
Table 13 - Sales in Retail E-Commerce by Product: Value 2018-2023  
Table 14 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023  
Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 17 - Sales in Grocery Retailers by Channel: Value 2018-2023  
Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 - Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 21 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 23 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023  
Table 24 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 25 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 26 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 27 - Retail GBO Company Shares: % Value 2019-2023  
Table 28 - Retail GBN Brand Shares: % Value 2020-2023  
Table 29 - Retail Offline GBO Company Shares: % Value 2019-2023  
Table 30 - Retail Offline GBN Brand Shares: % Value 2020-2023  
Table 31 - Retail Offline LBN Brand Shares: Outlets 2020-2023  
Table 32 - Retail E-Commerce GBO Company Shares: % Value 2019-2023  
Table 33 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023  
Table 34 - Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 35 - Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 36 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 37 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 38 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 39 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 40 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028  
Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028  
Table 42 - Forecast Sales in Retail Offline by Channel: Value 2023-2028  
Table 43 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028  
Table 44 - Forecast Retail Offline Outlets by Channel: Units 2023-2028  
Table 45 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028  
Table 46 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028  
Table 47 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028  
Table 48 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 50 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028  
Table 51 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 52 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 53 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028  
Table 54 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 56 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028  
Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 58 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 2 - 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/direct-selling-in-israel/report](http://www.euromonitor.com/direct-selling-in-israel/report).