

**Israel E-commerce Market Size study, by Ecommerce Segments (Retail Shopping, Travel & Hospitality, Online Food Service, Media and Entertainment, Healthcare and Wellness, Technology Products and Services), by Sales Channel (Platform to Consumer, Direct to Consumer, Consumer to Consumer), by Engagement Model (Website Based, Live Streaming), by Location (Cross Border, Domestic), by Device (Mobile, Desktop), by Operating System (iOS/macOS, Android, Other Operating Systems), by City (Tier 1, Tier 2, Tier 3), by Payment Instrument (Credit Card, Debit Card, Bank Transfer, Prepaid Card, Digital & Mobile Wallet, Cash, Other Digital Payment), and Forecasts 2022-2032**

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## **Abstracts**

E-commerce market in Israel is valued at approximately USD 19.81 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 8.02% over the forecast period 2024-2032. Israel's E-commerce industry is experiencing robust growth, driven by the expansion of the organized retail sector and substantial investments in digital infrastructure. This sector's growth facilitates enhanced supply chain management and ensures the availability of a diverse range of products for consumers. The E-commerce market in Israel is bolstered by several key trends and drivers. The growing preference for online shopping, the expansion of digital payment systems, and the increasing

penetration of mobile devices significantly contribute to market growth. Furthermore, the government's proactive measures in enhancing digital infrastructure and promoting cashless transactions further propel the market.

The Israel e-commerce market is experiencing robust growth, driven by a combination of technological advancements, changing consumer behaviors, and a supportive digital ecosystem. The rise of online shopping is supported by widespread internet access, the proliferation of smartphones, and the increasing availability of digital payment solutions. Israeli consumers are increasingly favoring the convenience and variety offered by e-commerce platforms, which has led to a surge in online sales across various sectors, including fashion, electronics, and groceries. The market is characterized by a dynamic mix of local startups and international players, with companies continuously innovating to enhance user experience through personalized recommendations, seamless payment options, and efficient delivery services. The growth of social commerce and the integration of advanced technologies such as artificial intelligence and machine learning are further driving market expansion. However, challenges such as cybersecurity concerns, logistical issues, and competition from global e-commerce giants are present. Despite these challenges, the Israel e-commerce market is poised for continued growth, fueled by ongoing digital transformation and evolving consumer preferences.

Major market players included in this report are:

Amazon

eBay

AliExpress

Wolt

Glovo

Gett

Shufersal

Next

Terminal X

Castro

Zalando

iHerb

Best Buy

JD.com

Rakuten

The detailed segments and sub-segment of the market are explained below:

By Ecommerce Segments:

Retail Shopping

Travel and Hospitality

Online Food Service

Media and Entertainment

Healthcare and Wellness

Technology Products and Services

Other segments

By Sales Channel:

Platform to Consumer

Direct to Consumer

Consumer to Consumer

By Engagement Model:

Website Based

Live Streaming

By Location:

Cross Border

Domestic

By Device:

Mobile

Desktop

By Operating System:

iOS/macOS

Android

Other Operating Systems

By City:

Tier 1

Tier 2

Tier 3

By Payment Instrument:

Credit Card

Debit Card

Bank Transfer

Prepaid Card

Digital & Mobile Wallet

Cash

Other Digital Payment

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues analysis for each market segment.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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