

VIII. Middle East

A. Country Profile: Israel

MARKET OVERVIEW:

Description

The market is a growing market and the growth rate is 10-20% per year.

Size of Market

The market for packaging and labelling equipment is estimated to be US\$ 45 million per annum.

MAJOR BUYERS:

Major Local Buyers

Major local buyers include the food processing, pharmaceuticals and cosmetics industries.

Major Types of Equipment

Demand is strongest for the following types of equipment: filling lines, capping lines, sealing lines and labelling equipment.

Key Factors in Purchasing Decisions

The key factors in purchasing decisions are price, quality, innovation, maintenance and service.

SOURCES OF SUPPLY:

Profiles of Local Manufacturers

There are very few local suppliers in Israel as the market is relatively small and most equipment is tailor-made to meet the purchasing company's needs.

Current Foreign Sources

A wide variety of equipment is being imported to supply the broad range of local requirements. The list of foreign suppliers is very large. Some of the major suppliers are: 3M, Avery, Permapack, MAF, Bealonggi, Yamato, Ihisda and Woodman. Most of the imported equipment comes from Germany, Italy, Spain and Japan.

Recent Imports/Exports

This information is currently unavailable.

BUSINESS ENVIRONMENT: