



# **Trends Analysis in the Israeli Automotive Market**

**Q1/2025**

# PREFACE



Israel Vehicle Importers Association (I-via) publishes this quarterly overview to offer a comprehensive analysis of the Israeli market for new vehicles, highlighting relevant trends observed over the years.

It should be noted that the data presented in this document pertains to passenger cars and light commercial vehicles weighing up to 3.5 tons, falling within the N1+M1 categories (as classified by the EU), and imported solely by direct importers.

Hezi Shayb - Ph.D., CEO  
Israel Vehicle Importers Association (I-via)

A handwritten signature in black ink, appearing to read 'Hezi Shayb', located below the printed name and title.

# TABLE OF CONTENTS

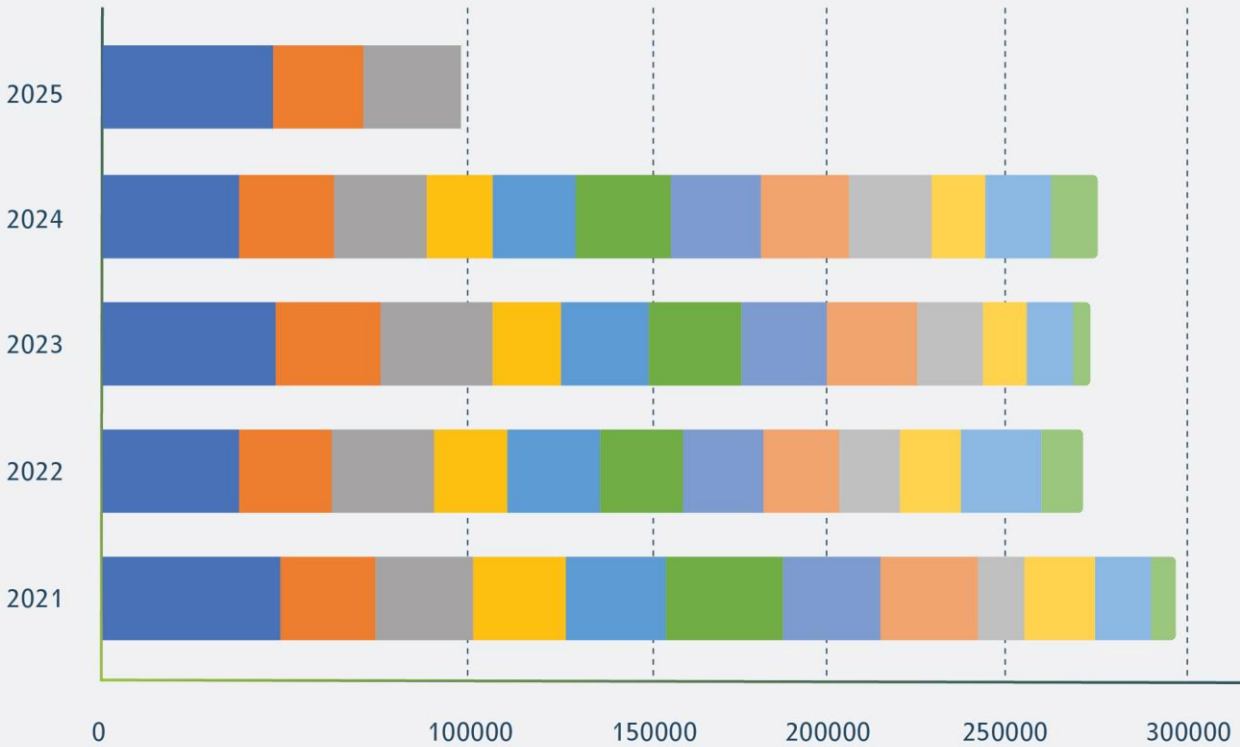


Registration Data	—————→	Page 1
Registration by Engine Type	—————→	page 2
Registration by Segment Type	—————→	page 3
Registration by Category	—————→	page 4
Registration by Country of Origin	—————→	page 5

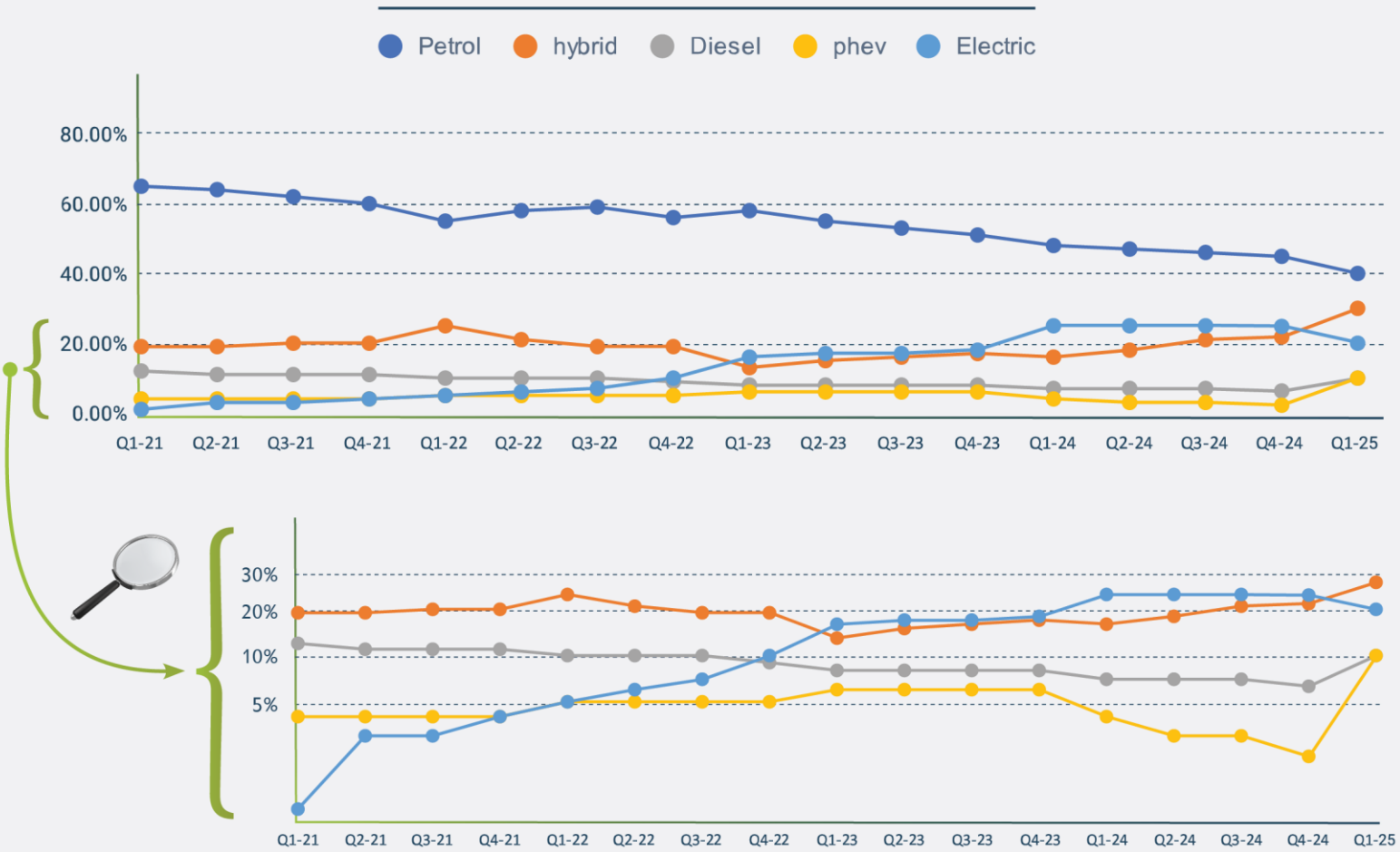
.....

The data analysis was performed in collaboration with Carzone Technologies Ltd.

# REGISTRATION DATA



# REGISTRATIONS BY ENGINE TYPE



It should be noted that the data presented in the graph in relation to each quarter in given year, are cumulative data from the beginning of that year.

**Petrol vehicles** have continued their declining trend, falling from 45% in Q4 2024 to 40% in Q1 2025. This marks a substantial year-over-year decrease from 48% in Q1 2024 and an even sharper drop from 58% in Q1 2023. The data reflects a sustained shift away from traditional combustion engines.

**Electric vehicles (EVs)**, after reaching 25% in both Q1 and Q4 of 2024, declined to 20% in Q1 2025. While this marks a short-term retreat, the EV share remains higher than the 16% recorded in Q1 2023, indicating continued long-term momentum toward full electrification.

**Hybrid vehicles** showed strong and consistent growth, increasing from 22% in Q4 2024 to 30% in Q1 2025. This represents a major rise from 16% in Q1 2024 and more than double the 13% recorded in Q1 2023, positioning hybrids as a central pillar in the evolving powertrain mix.

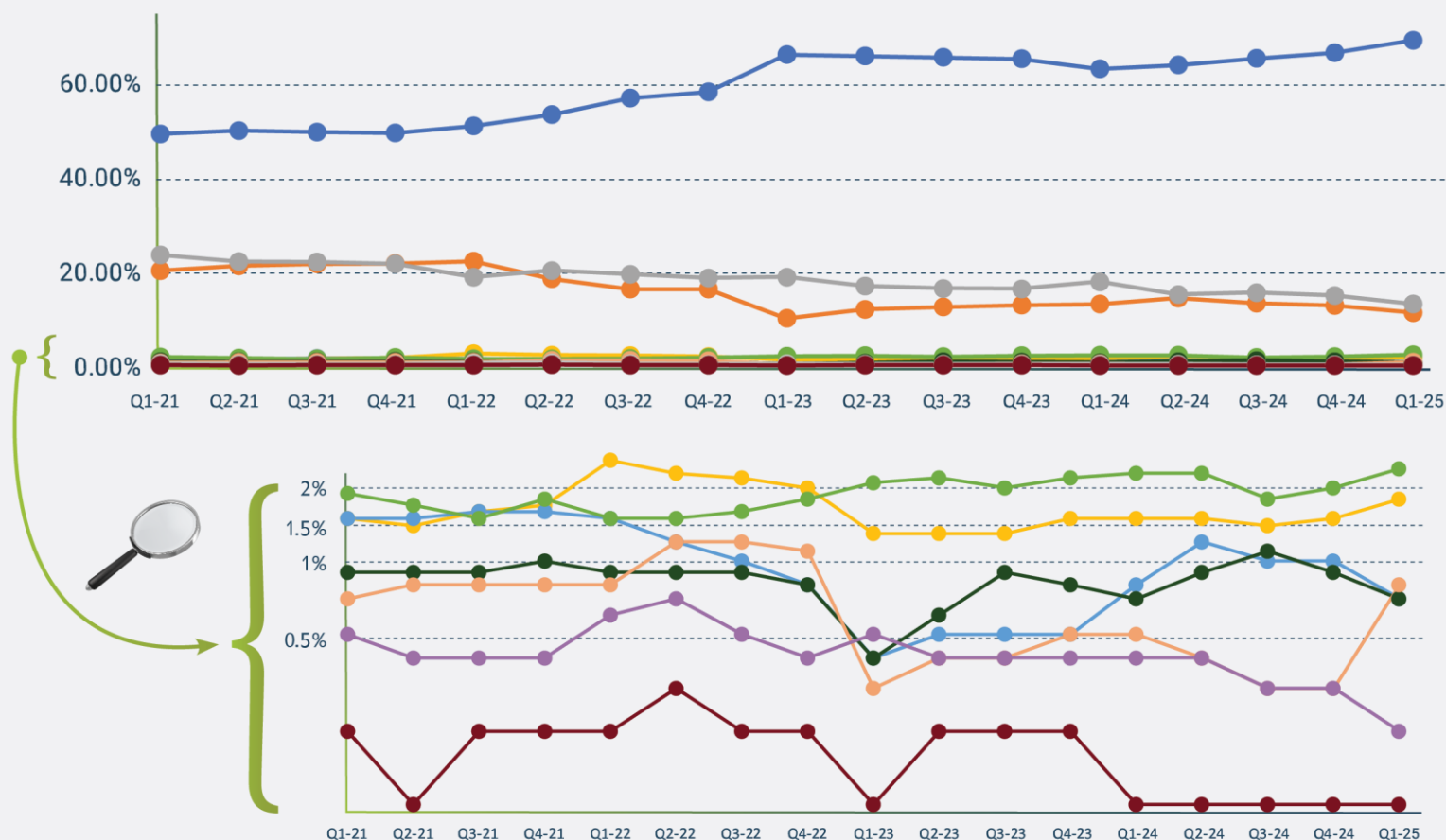
**PHEVs** recorded a sharp rebound, jumping from 2% in Q4 2024 to 10% in Q1 2025. This follows 4% in Q1 2024 and 6% in Q1 2023.



# REGISTRATIONS BY SEGMENT TYPE



● Crossover/suv ● Sedan ● Hatchback ● Pickup ● Estate ● LAV (Lifestyle Activity Vehicle)  
● Van ● MPV (Multi-Purpose Vehicle) ● Coupe ● Convertible



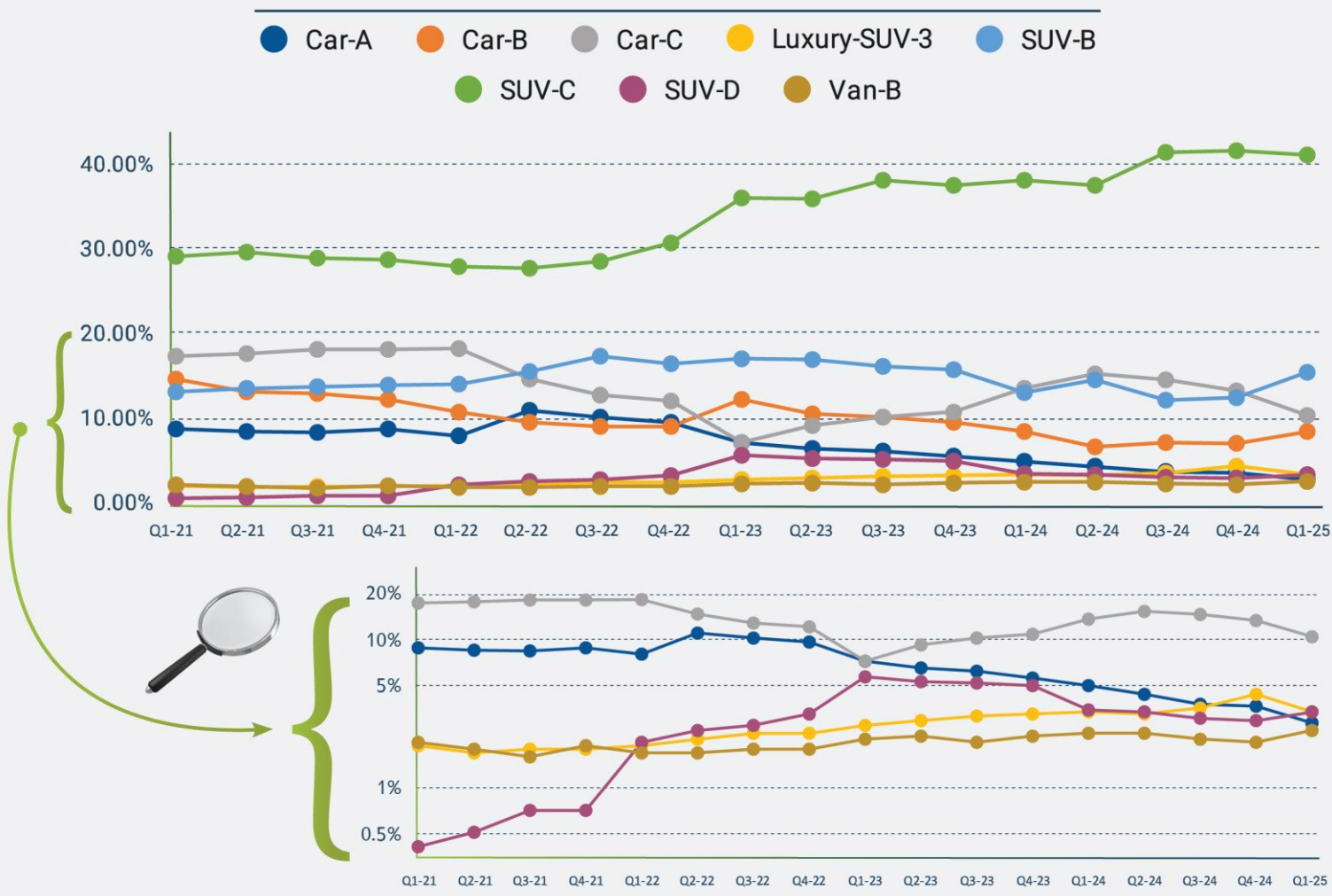
It should be noted that the data presented in the graph in relation to each quarter in given year, are cumulative data from the beginning of that year.

**Crossover/SUV vehicles** continue to dominate the market, reaching a new high of 68.9% in Q1 2025. This represents an increase from 66.3% in Q4 2024 and 62.9% in Q1 2024, and a significant rise from 65.9% in Q1 2023. The segment has shown consistent and strong growth, reflecting ongoing consumer preference for higher-bodied vehicles with greater versatility.

**Sedan** registrations declined to 11% in Q1 2025, down from 13% in both Q4 and Q1 of 2024. While the segment experienced a slight increase from 10% in Q1 2023 to 13% in 2024, the latest figures suggest a renewed downturn, likely due to shrinking demand and competition from compact SUVs.

**Hatchbacks** continued their downward trend, falling from 15% in Q4 2024 to 13% in Q1 2025. This marks a year-over-year decrease from 18% in Q1 2024 and a drop from 19% in Q1 2023. The hatchback segment appears to be gradually losing relevance as buyers shift toward larger formats.

# REGISTRATIONS BY CATEGORY



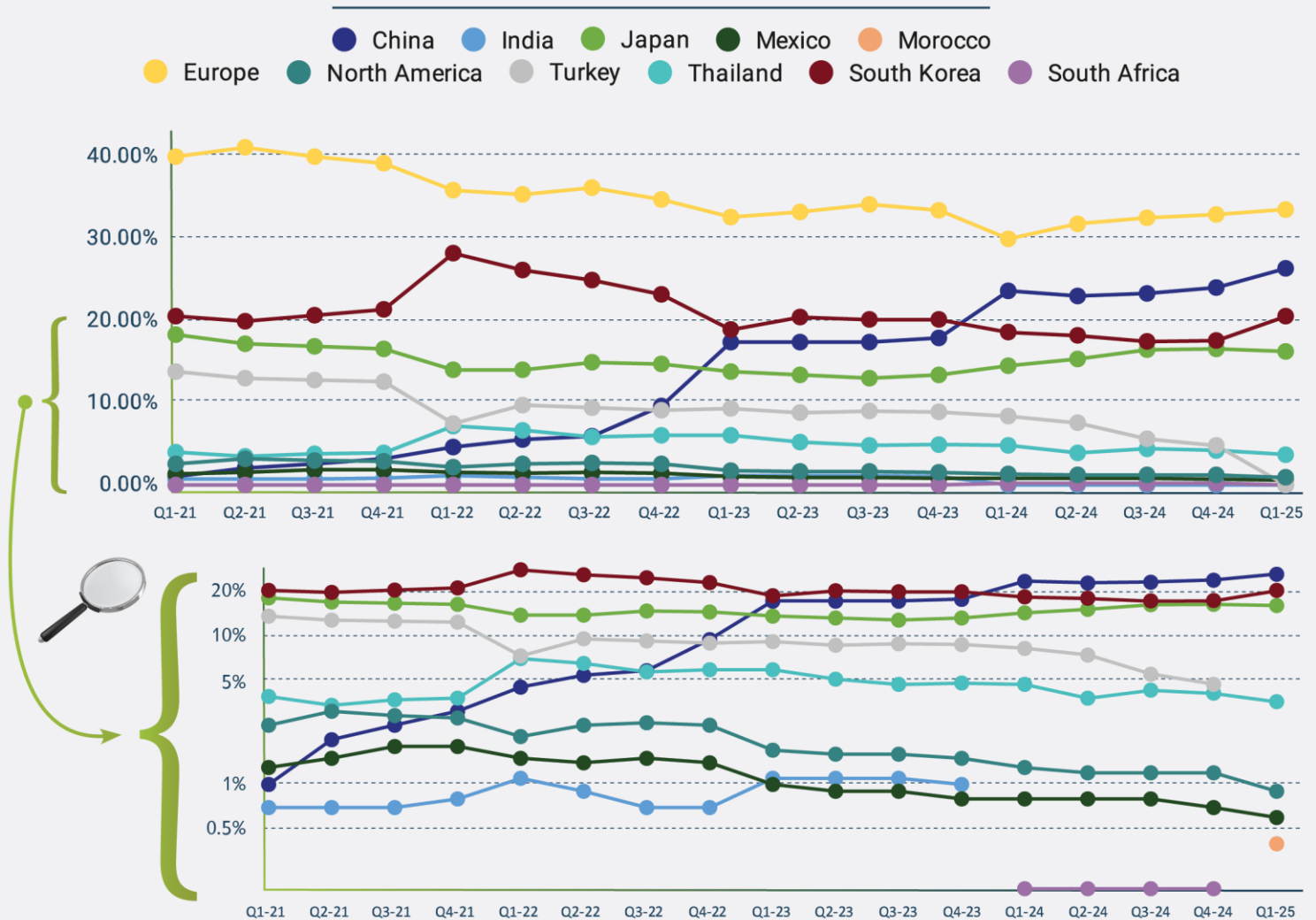
It should be noted that the data presented in the graph in relation to each quarter in given year, are cumulative data from the beginning of that year.

The **SUV-C** category maintained its dominant position in the market, reaching 41% in Q1 2025. This is slightly down from the 42% recorded in Q4 2024, but still reflects growth compared to 38% in Q1 2024 and 36% in Q1 2023. The continued strength of SUV-C highlights its broad appeal and central role in shaping the current vehicle mix.

**SUV-B** registrations increased to 15% in Q1 2025, up from 12% in Q4 2024. This represents a recovery from 13% in Q1 2024 and follows a dip from 17% in Q1 2023. The rebound suggests renewed interest in smaller crossovers, likely driven by fuel efficiency and urban practicality.

**Car-C** models saw a decline to 10% in Q1 2025, down from 13% in both Q1 and Q4 of 2024. While this still reflects growth from just 7% in Q1 2023, the latest drop may indicate growing pressure from SUV alternatives and changing consumer preferences in the compact car segment.

# REGISTRATIONS BY COUNTRY OF ORIGIN



It should be noted that the data presented in the graph in relation to each quarter in given year, are cumulative data from the beginning of that year.

**Chinese-made vehicles** continued their strong upward trajectory, reaching 26% of new registrations in Q1 2025. This marks a steady increase from 24% in Q4 2024 and 23% in Q1 2024, up significantly from just 17% in Q1 2023.

**European-made vehicles** also strengthened their position, climbing to 33% in Q1 2025. This represents a slight increase from 32% in Q4 2024 and a notable rebound from 29% in Q1 2024. Compared to Q1 2023 (32%), the segment shows consistency, reflecting strong brand loyalty and a broad portfolio across categories and powertrains.

**South Korean vehicles** rose to 20% in Q1 2025, recovering from a dip to 17% in Q4 2024. This is up from 18% in Q1 2024 and Q1 2023, signaling renewed demand.

**Japanese vehicles** held steady at 16% in Q1 2025, unchanged from Q4 2024 and up slightly from 14% in both Q1 2024 and Q1 2023.