

# Israeli Computer Parts Price Analysis

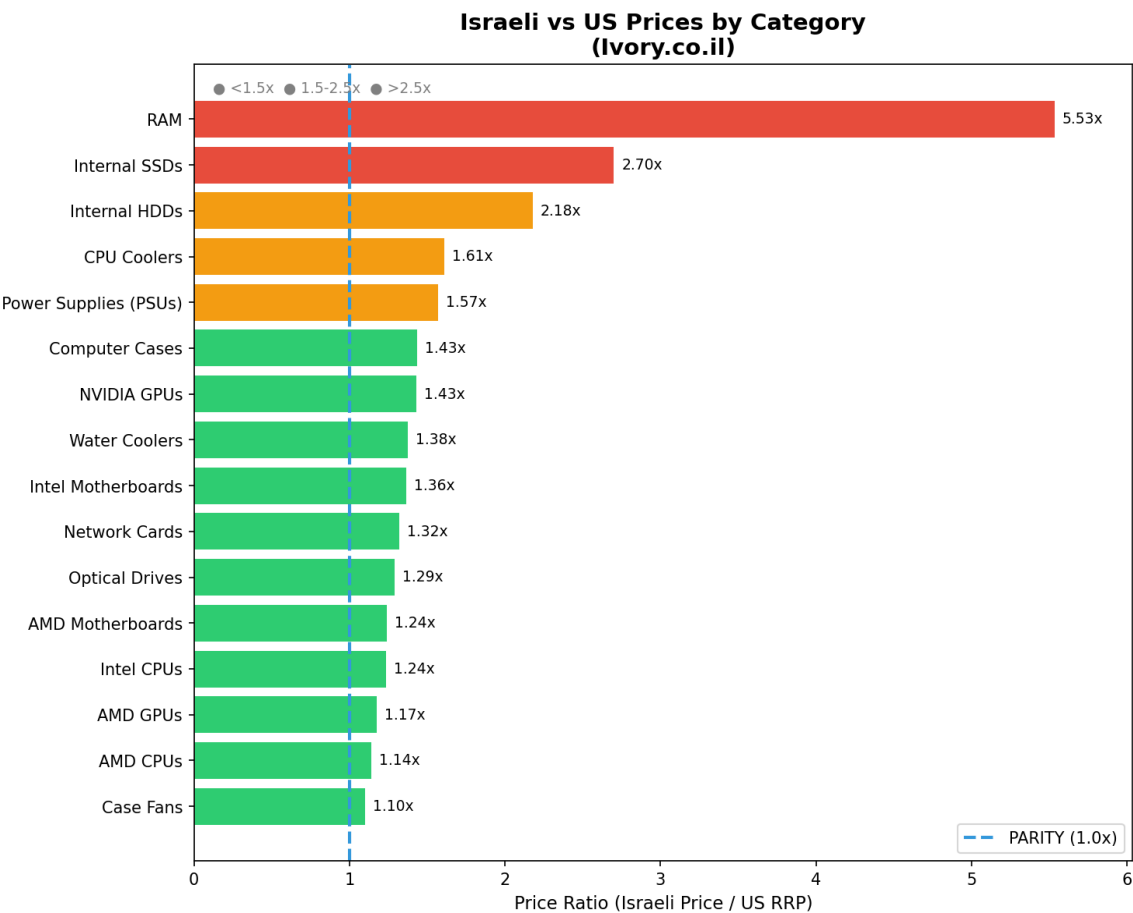
## Ivory.co.il vs US Retail Prices

Report Date: 2026-02-02  
Data Captured: 2026-02-02  
Exchange Rate: 1 ILS = 0.323 USD  
Total Products: 658  
Products with Price Data: 620  
Overall Average Ratio: 1.87x US prices

### Key Findings

- Most components are priced at 1.1x-1.6x US retail (reasonable import markup)
- CPUs and GPUs are competitively priced at ~1.1-1.4x
- Storage (SSDs, HDDs) has significant markup at ~2-2.7x
- RAM has the highest markup at ~5.5x US prices

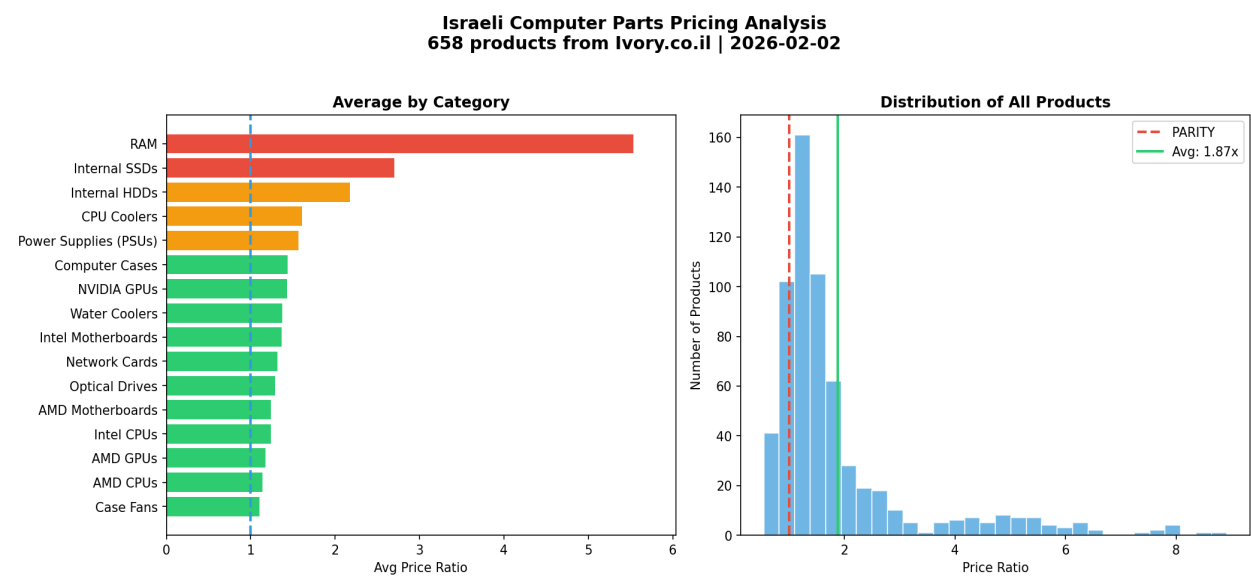
### Price Ratio by Category



# Detailed Category Breakdown

Category	Products	Avg Ratio
Case Fans	47	1.10x
AMD CPUs	38	1.14x
AMD GPUs	10	1.17x
Intel CPUs	44	1.24x
AMD Motherboards	45	1.24x
Optical Drives	4	1.29x
Network Cards	41	1.32x
Intel Motherboards	53	1.36x
Water Coolers	47	1.38x
NVIDIA GPUs	25	1.43x
Computer Cases	60	1.43x
Power Supplies (PSUs)	39	1.57x
CPU Coolers	44	1.61x
Internal HDDs	15	2.18x
Internal SSDs	48	2.70x
RAM	60	5.53x
Overall	620	1.87x

# Price Distribution



# Methodology

**Data Collection:** Products scraped from ivory.co.il category pages

**US Price Estimation:** Google Gemini 2.0 Flash AI model estimates US retail prices based on product specifications and current market data. A two-pass verification process is used to improve accuracy.

**Price Ratio:** Israeli price (converted to USD) divided by estimated US RRP. A ratio of 1.0x means price parity; 2.0x means Israeli price is double US retail.

**Limitations:** US RRP estimates are AI-generated and may not reflect exact current prices. Exchange rates fluctuate. This analysis represents a point-in-time snapshot.