

EV Market Analysis Report – Israel (2023-2024)

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Executive Summary

The Israeli EV market demonstrated significant growth in 2024, with Battery Electric Vehicles (BEVs) increasing from 48,219 units in 2023 to 67,171 units in 2024 (+39% YoY). Plug-in Hybrid Vehicles (PHEVs) declined from 15,157 units in 2023 to 6,044 in 2024, indicating a strong consumer preference for fully electric vehicles. BYD, Tesla and MG were the leading brands in 2024.

Key Performance Indicators (KPIs)

Total BEV 2024

67,171

YoY Growth %

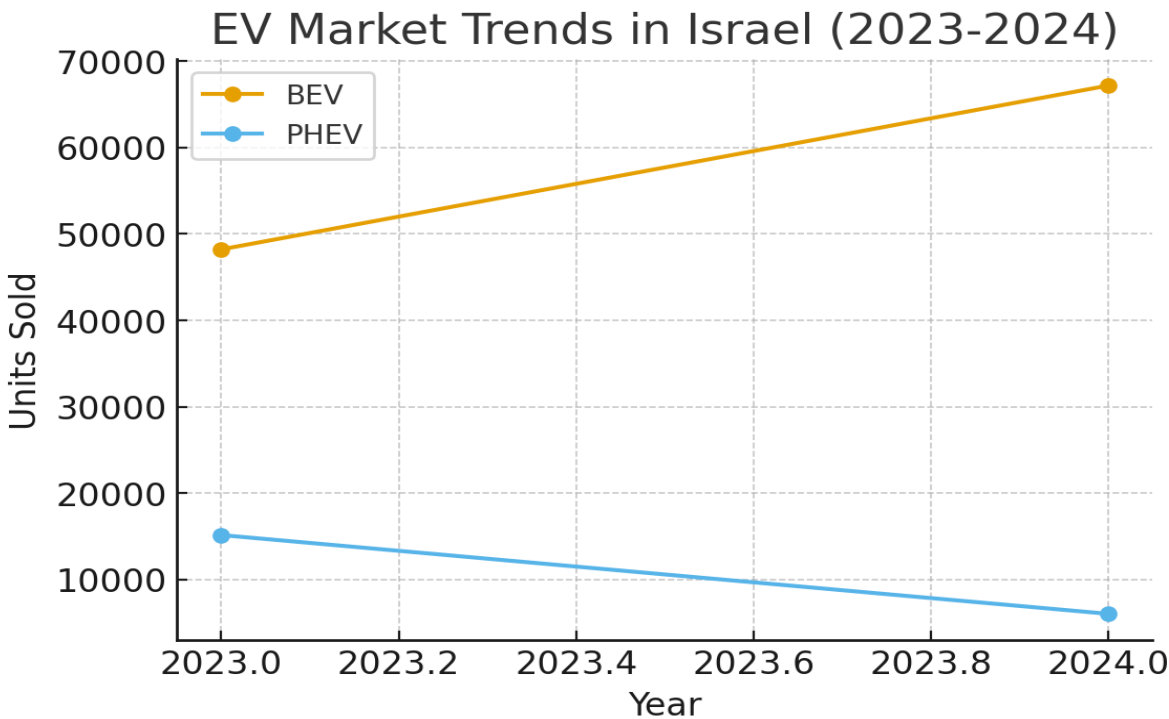
39.3%

BEV Share of Chargeable

91.7%

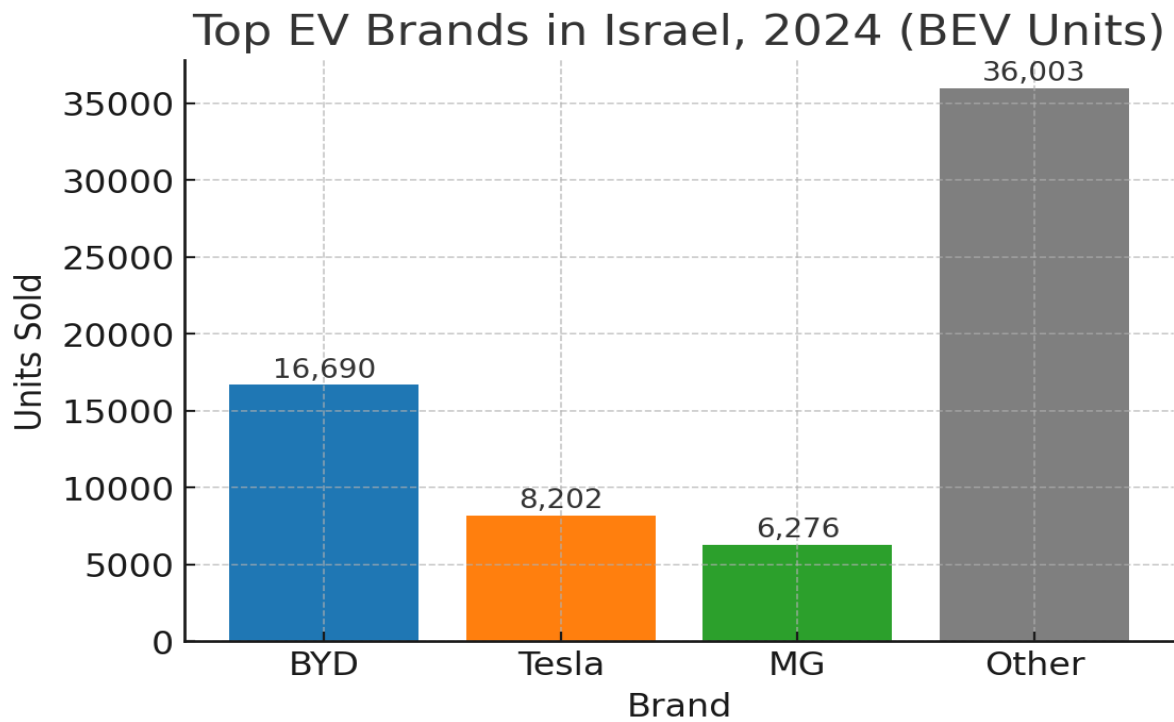
Market Trends

Trend analysis shows substantial growth in BEV registrations between 2023 and 2024, while PHEV registrations declined.



Competition Analysis

Brand-level analysis highlights BYD as the market leader in 2024, followed by Tesla and MG. The 'Other' category remains significant.



SQL Findings (Screenshots)

Below are sample SQL query results executed on the EV dataset.

SQL Result: Top Brands (2024) - Query: `SELECT Brand, BEV_Units_2024 FROM ev_brand ORDER BY BEV_Units_2024 DESC LIMIT 5;`

Brand	BEV_Units_2024
BYD	16,690
Tesla	8,202
MG	6,276
Other	36,003

SQL Result: Market Share by Brand (2024) - Query: `SELECT Brand, SUM(BEV_Units) ... GROUP BY Brand`

Brand	BEV_Units_2024	MarketShare%
BYD	16,690	24.8%
Tesla	8,202	12.2%
MG	6,276	9.3%
Other	36,003	53.6%

SQL Result: YoY Growth BEV 2023→2024 - Query: `(67171 - 48219) * 100.0 / 48219`

YoY_Growth_Percent
39.3%

Power BI Dashboard

A Power BI dashboard was developed to visualize the EV market data. The dashboard includes KPI cards, trend charts and brand-level visualizations.

Conclusions & Recommendations

- The Israeli EV market is rapidly shifting towards fully electric vehicles, with BEVs dominating 2024 sales. - BYD's competitive pricing and product mix contributed to its leading position. - Opportunities exist in charging infrastructure, after-sales services, and partnerships with leading brands to capitalize on growth.

Data sources: IVIA monthly reports, public manufacturer data, and industry reports (IEA).