

Database of Market Definitions

The information appearing in this document is provided as a service to the public. It includes the market definitions that have been formulated by the Israel Antitrust Authority during the course of its handling of various matters that are brought before it, including applications for [approval of] mergers, declarations of monopoly status and various types of enforcement cases.

The market definitions that appear in this document are only [meant to serve as] an auxiliary tool. They can serve as an indication of the definition of the relevant market, but they do not constitute an alternative to an economic analysis of the definition of the relevant market in accordance with accepted tests.

Without detracting from the above, the IAA [generally] defines [a] market for the purpose of the specific matter which it is handling at the time. In different contexts, the market can be defined differently. In order to make it easier to use market definitions appearing in this document, we have provided, alongside each market definition, the specific context in which it was developed. It is important not to rely on the market definitions appearing in this document in a context which is not appropriate for them.

Market definitions can vary from time to time, according to economic developments, technological developments, changes in consumption patterns, etc. In this context as well, it is important to exercise caution in relying on the market definitions listed below, in case significant changes have occurred in the relevant industry, which require a change in and an updating of the affected]market definitions.

In light of all of the above, the IAA is not obligated to accept the market definitions listed proposed by the parties appearing before it, even if the parties have relied on the definitions appearing in this document. In particular, the IAA will not rely on the market definitions provided here when it is aware of economic indications of a change in the [appropriate] market definition, or when there are indications that changes have taken place in the [relevant] industry from the time that the existing market definition was developed.

Field	Market Definition	Context of the Examination
Environmental protection and clean water	Residential waste pits, according to geographical distribution	Merger of parties in the waste pit industry
Environmental protection and clean water	Paper collection and recycling	Merger of companies engaged in the collection of waste paper for recycling
Environmental protection and clean water	Transfer/transport of freshwater	Examination of <i>Mekorot's</i> monopoly
Environmental protection and clean water	Transfer/transport of wastewater	Examination of <i>Mekorot's</i> monopoly

Environmental protection and clean water	Construction and operation of sewage purification facilities	Tenders for management of water systems
Environmental protection and clean water	Water drills	Merger of companies engaged in producing and purifying water
Environmental protection and clean water	Management of urban water systems	Tenders for management of water systems
Energy	Distribution of refined [petroleum], at the national and regional levels	Process of dividing and privatizing the Pi Gliot company
Energy	Marketing of liquid petroleum gas for residential use, divided into the national and regional markets	Merger of two companies that market LPG for residential use
Energy	Marketing of diesel fuel and gasoline for industrial use	Merger of two companies that market diesel fuel and gasoline
Energy	Marketing of diesel fuel at public filling stations at the national and regional levels	Merger of two fuel companies
Energy	Marketing of gasoline at public filling stations at the national and regional levels	Merger of two fuel companies
Energy	Transportation of fuel	Merger of a fuel company and a company engaged in the transportation of fuel
Insurance	Insurance agencies, according to specialties	Merger of insurance agencies
Insurance	Insurance, according to categories	Merger of insurance companies and insurance agencies
Security	Guarding and security, divided geographically	Merger of companies providing guarding and security products and services
Security	Screening and inspection of cargo at airports	Merger of parties that manufacture Complementary products for screening systems and substitute products for checking strength and fatigue of materials
Banking	Underwriting of private offerings	Merger of entities involved in stock exchange offerings
Banking	Underwriting of public offerings	Merger of offering managers for the purpose of issuing securities
Banking	Execution of stock exchange transactions	Acquisition of a company providing stock exchange transaction execution services by an insurance company
Banking	Investment portfolio management	Acquisition of a company providing stock exchange transaction execution services by an insurance company
Banking	Provident fund management	Acquisition of a provident fund management company by an insurance company that manages provident funds
Banking	Study fund (a tax-sheltered savings fund) account management	Merger of entities engaged in the management of the assets of study fund accounts

Banking	Mutual fund management	Merger of entities engaged in mutual fund management
Banking	Credit portfolio management and financial consulting	Acquisition of an investment portfolio management company by an insurance company
Banking	Commercial banking (according to types of clients)	Acquisition of a small bank by a large bank
Banking	Clearing of credit card transactions	Merger of companies providing credit card transaction clearing services, declaration of monopoly proceeding
Banking	Financial leasing	Investment by a conglomerate in a leasing company
Banking	Distribution and marketing of provident funds	Merger of entities engaged in the distribution and marketing of provident funds
Banking	Distribution and marketing of study fund accounts	Merger of entities engaged in the distribution and marketing of study fund accounts' assets
Banking	Distribution and marketing of mutual funds	Merger of entities engaged in the distribution and marketing of mutual funds' assets
Banking	Distribution, marketing and management of investment, time savings account, mutual fund and provident fund products	Merger of entities engaged in the distribution, marketing and management of mutual funds' assets
High-tech	Cockpit information management systems	Merger of companies that develop and market various computer systems
High-tech	Software, divided according to applications and uses	Merger of companies engaged in the development of business management software
Education and culture	Preparation courses for matriculation exams (according to geographical division)	Merger of companies providing preparation courses for matriculation and psychometric exams
Education and culture	Preparation courses for psychometric exams (according to geographical division)	Merger of companies providing preparation courses for matriculation and psychometric exams
Education and culture	Computerized educational study aids	Merger of a company providing telephony and endpoint network services and a company engaged in publication of educational content
Agriculture	Agricultural spraying by air	Merger of spraying companies
Agriculture	Fattened poultry	Merger of poultry and turkey slaughterhouses
Agriculture	Turkeys	Merger of poultry and turkey slaughterhouses
Agriculture	Fattened poultry hatching	Merger of poultry and turkey slaughterhouses
Agriculture	Turkey hatching	Merger of poultry and turkey slaughterhouses
Agriculture	Fattened poultry slaughtering	Merger of poultry and turkey slaughterhouses
Agriculture	Turkey slaughtering	Merger of poultry and turkey slaughterhouses
(Industrial) technology	Batteries and power supplies, by types	Merger of two companies that manufacture batteries and power supplies
(Industrial) technology	Electronic outfitting	Merger of two companies engaged in electronic outfitting
(Industrial)	Fire detection and extinguishing	Merger of companies engaged in the import of fire

technology	systems	detection and extinguishing systems
(Industrial) technology	Air-conditioning for the institutional market	Merger of a company that manufactures central air-conditioning systems and residential air-conditioning systems and a company that manufactures residential air-conditioning systems
(Industrial) technology	Tanker trucks according to designation	Merger of companies engaged in the manufacture of tanker trucks and the maintenance thereof
(Industrial) technology	Fabric dyeing	Merger of a company that manufactures finished textile products and a company involved in dyeing fabrics
(Industrial) technology	Fabric printing	Merger of a company that manufactures finished textile products and a company involved in dyeing fabrics
(Industrial) technology	Hydraulic systems for automotive vehicles, according to type	Merger of an international concern which is active in the fields of electricity, gas and medicine, and a company engaged in the automotive industry
Chemicals and plastics	Disinfection and cleaning chemicals, divided according to residential and industrial use	Merger of companies that import and manufacture residential and industrial cleaning and disinfectant products
Chemicals and plastics	The plant food product market	Merger of companies that manufacture fertilizers and pest control products
Chemicals and plastics	Irrigation products, according to type	Merger of companies that develop and manufacture irrigation, drip and sprinkler irrigation products
Chemicals and plastics	Fertilization systems, according to type	Merger of a company engaged in the manufacture and marketing of water filtering and fertilization systems for agriculture and industry, and a holding company
Chemicals and plastics	Paints, according to type	Merger of companies that market paints and sealing products for the construction industry
Chemicals and plastics	Sand for glass manufacture	Merger of a company that mines various minerals and a company that holds a contracting company [which is involved] in the area of construction and tunneling
Consumer products	Lighting fixtures, by type	Merger of companies that import and manufacture electrical appliances and lighting fixtures
Consumer products	Compact refrigerators	Merger of refrigerator manufacturers and importers
Consumer products	Family size refrigerators	Merger of refrigerator manufacturers and importers
Consumer products	Oversize refrigerators	Merger of refrigerator manufacturers and importers
Consumer products	Women's fashion swimwear	Merger of swimwear manufacturers
Consumer products	Women's athletic swimwear	Merger of swimwear manufacturers
Consumer products	Men's swimwear	Merger of swimwear manufacturers
Consumer products	Children's swimwear	Merger of swimwear manufacturers
Consumer products	Selective perfumes	Determination regarding a restrictive arrangement

Consumer products	Toy stores	Merger of toy chains
Consumer products	Home electrical appliance stores	Merger of companies engaged in the import and marketing of home electrical appliances
Consumer products	White correction fluid	Merger of two companies engaged in the marketing and distribution of imported and locally produced office equipment and writing equipment
Consumer products	Office coffee machines	Merger of companies engaged in the import, operation and provision of technical services for office coffee machines
Consumer products	Candles, by type	Merger of companies that manufacture different types of candles
Consumer products	Socks	Merger of companies engaged in the manufacture and marketing of socks
Consumer products	Air-conditioning systems for the residential market, by type	Merger of a company that manufactures central air-conditioners and home air-conditioning systems and a company that manufactures only home air-conditioning systems
Food	Raw materials for baking, according to types, for the institutional and retail markets	Merger of companies that manufacture food additives and baking embellishments
Food	White sugar	Merger of sugar importers
Food	Edible oils, according to types	Merger of companies engaged in the manufacture and marketing of oils and oil-cakes
Food	Health-food and granola snacks	Merger of a large company in the food industry and a company engaged in the import, marketing and sale of health and energy food products
Food	Honey	Merger of a large company in the food industry and a manufacturer of honey products
Food	Frozen baked goods	Merger of a company that manufactures freeze-dried food, and a company that manufactures frozen baked goods
Food	Cultured milk	Merger of a company that is active in the dairy product and ice-cream product industry and a company that is active in the milk drink industry
Food	Cold salads	Merger of a company engaged in the manufacture of frozen food and a company engaged in the manufacture and marketing of cold salads
Food	Prepared schnitzels	Merger of a company that markets cold chicken parts and a company engaged in the manufacture, processing, and marketing of coated turkey and fattened poultry meat products
Food	Preserved fruits and vegetables (according to type of fruit/vegetable)	Merger of two companies engaged in the fruits and vegetables preserves industry
Food	Spices, by type	Merger of two companies engaged in the manufacture of spices, spice mixtures and raw materials for the food industry
Food	Dry pasta	Merger of two companies, of which one imports pasta and the other manufactures pasta

Food	Oil-cakes	Merger of two companies engaged in the manufacture and marketing of oils and oil-cakes
Food	Fast food hamburger chains	Merger of two fast food hamburger chains
Food	Animal feed mixtures, according to type of animal and divided geographically	Merger of a company engaged in the manufacture, sale and distribution of animal feed mixtures with a company engaged in the manufacture of animal food
Real estate	Residential construction, divided geographically	Merger ultimately not consummated.
Marketing chains	Drugstore chains	Merger of a drugstore chain and a drugstore
Marketing chains	“Do it yourself” chains	Merger of companies holding marketing chains for “do-it-yourself” products and various home products
Transportation	Operating car leasing	Merger of companies that provide operating leasing services
Transportation	Service garages for vehicles, by type of service and geographic regions	Consent order with car importers
Transportation	Repair and maintenance of tanker trucks	Merger of companies engaged in the manufacture and maintenance of tanker trucks
Transportation	Systems for directing traffic and traffic light control	Merger of a company engaged in traffic light control systems and a company engaged in the installation and maintenance of such systems
Transportation	International cargo delivery	Merger of companies engaged in international deliveries
Transportation	Maritime cargo terminals	Examination of monopoly status of Maman Cargo Terminal Services
Transportation	Bonded storage	Merger of companies providing storage services
Transportation	Airport ground services, by airport	Merger of companies providing various airport ground services
Transportation	Logistical services for importing and exporting	Court proceeding – merger of Malal Logistics
Transportation	General air cargo terminals	Examination of monopoly status of Maman Cargo Terminal Services
Transportation	Inter-city courier service	Merger of companies providing inter-city courier services
Transportation	Milk transport	Merger of companies engaged in the transportation of agricultural products
Transportation	General cargo transport	Restrictive arrangement among cargo transportation companies
Transportation	Bulk powder transport	Merger of companies that manufacture various types of tankers and examination of a transportation monopoly
Transportation	Hazardous material transport	Merger of companies that manufacture various types of tankers
Transportation	Central bus terminals	Declaration regarding Egged-Nitzba
Transportation	Inter-city public transportation services, divided geographically	Declaration of Egged-Nitzba monopoly

	according starting points-destinations	
Tourism	Travel agencies, national and regional levels	Various mergers in the tourism industry
Tourism	Hotels by rating, national and regional deployment	Merger of companies that hold and operate hotels
Tourism	Organized tours for outgoing tourism	Mergers of outgoing tourism wholesalers
Tourism	Ground services for incoming tourism	Mergers of incoming tourism wholesalers
Low-tech industry	Steel ingots	Merger of two companies operating in various sub-industries in the steel industry
Low-tech industry	Flat steel processing	Merger of two companies engaged in the flat steel industries
Low-tech industry	Aluminum profiles	Merger of two companies engaged in the fields of aluminum profile manufacture, painting and anodizing
Low-tech industry	Corrugated cardboard containers	Merger of a company that manufactures corrugated cardboard containers and a company that manufactures packaging material
Low-tech industry	Egg packages	Merger of companies engaged in the manufacture and marketing of egg packaging
Low-tech industry	White paper	Merger of a paper manufacturer and a paper marketer
Low-tech industry	Corrugated cardboard	Merger of companies that manufacture corrugated cardboard
Low-tech industry	Plywood	Merger of two companies that manufacture and import plywood

Low-tech industry	Water meters	Merger of a company that manufactures water meters and a company that manufactures and renovates water meters
Media/Communications	Archive services	Merger of a cargo monopoly and an archive services company
Media/Communications	Multi-channel television broadcasts	Merger of multi-channel television companies
Media/Communications	Radio broadcasts (according to regions and according to population sectors)	Merger of a holding company and a company that provides local radio services
Media/Communications	Local newspapers (according to regions and according to population sectors)	Merger of local newspapers
Media/Communications	Daily newspaper (according to regions and according to population sectors)	Merger of a company that supplies daily newspaper services, with national and local deployment, and a company that supplies national daily foreign language newspaper service
Media/Communications	Outdoor signs, by type	Merger of a company that supplies daily newspaper services, with national and local deployment, and a company that rents advertising areas
Media/Communications	Intra-organizational data communications solutions	Merger of a company that provides telephony, communications and data services and a company which is engaged in the construction and service of data communication networks
Media/Communications	Telemarketing services	Merger of a company that supplies human resources services and a company engaged in marketing and advertising
Media/Communications	Wide format printers	Merger of a company that provides visual communications services and a company engaged in the manufacture and marketing of printers
Media/Communications	Infrastructure development for communications sites	Merger of a holding company and a company that provides communications infrastructure services
Media/Communications	Hebrew language portals	Merger of two companies that provide internet gateway services
Media/Communications	Internet service providers	Merger of two internet service providers
Construction inputs	Ribbed iron for construction	Merger of companies engaged in the processing, marketing (and one of them in marketing as well) of iron for construction
Construction inputs	Welded chains for construction	Merger of two companies engaged in the manufacture of welded chains for construction
Construction inputs	Electrical boards, by types	Merger of a company dealing with electrical boards and a company from the construction industry

Construction inputs	Mobile scaffolding	Merger of a company engaged in the installation and construction of electro-mechanical systems and a company engaged in the manufacture and marketing of elevators for construction and industry, and of mobile scaffolding
Construction inputs	Residential elevators	Merger of a company that manufactures and installs elevators and a company that manufactures control boards that service these elevators
Construction inputs	Tensed hollow ceilings	Merger of two companies that are engaged in the manufacture of tensed hollow ceilings
Construction inputs	Plaster blocks	Merger of two companies that manufacture plaster blocks
Construction inputs	Mining and quarrying of chalkstone	Merger of two companies engaged in mining and quarrying of chalkstone
Construction inputs	Ground foundation work	Merger of two companies engaged in ground foundation work
Construction inputs	Thermal blocks	Merger of companies that manufacture blocks of various kinds
Construction inputs	External elevators for construction	Merger of a company engaged in the installation and construction of electro-mechanical systems and a company engaged in the manufacture and marketing of elevators for construction and industry, and of mobile scaffolding
Construction inputs	Project elevators	Merger of a company that manufactures and installs elevators and a company that manufactures control boards that service these elevators
Construction inputs	Sealing materials for the construction industry, according to type	Pre-ruling on a merger of sealing material manufacturers
Construction inputs	Grey cement	Investigation [in anticipation] of a declaration regarding cement and its transportation
Construction inputs	White cement	Investigation [in anticipation] of a declaration regarding cement and its transportation
Construction inputs	Asphalt	Investigation [in anticipation] of a declaration regarding cement and its transportation
Construction inputs	Ready mix concrete, according to geographical markets	Merger of companies that manufacture ready mix concrete