



Euromonitor
International

Full-Service Restaurants in Israel

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales decline as consumers shift to more affordable foodservice options

INDUSTRY PERFORMANCE

Full-service restaurants face plummeting revenues as demand drops
Asian full service restaurants continue to grow as Japanese cuisine permeates the food scene
Fine dining drops as delivery and takeout grows

WHAT'S NEXT?

Future of full-service restaurants remains uncertain due to current geopolitical conflict
Wolt expands to cater to restaurants across Israel
Sustainability initiatives are driven by environmentally-friendly menu options

COMPETITIVE LANDSCAPE

Japanika leads full-service restaurants due to rise of Asian cuisine
Japanese cuisine wave is aiding in growth of Japan Japan
Independent full-service restaurants remain relevant due to deep-rooted local communities

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Consumer Foodservice in Israel - Industry Overview

EXECUTIVE SUMMARY

Sales hit by uncertainty and decline in tourism

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Economic and political uncertainty leads to sales decline
Rise in delivery services aids to overcome operational challenges
Digital transformation boosts customer retention

WHAT'S NEXT?

Future of consumer foodservice remains uncertain as war continues
Innovation is driving customer engagement

Farm-to-table movement is contributing to sustainability initiatives

COMPETITIVE LANDSCAPE

McDonald's Israel maintains its leadership through extensive branch network

Pizza Story witnessed consistent growth due to adapting fulfilment strategy

Independent eateries continue to emerge

CHANNELS

Independent foodservice operators has strong presence in Israel due to local trend

Wolt becomes a key driver in Israel foodservice channel innovation

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