



**Euromonitor
International**

Baked Goods in Israel

November 2025

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Baked Goods in Israel - Category analysis

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Overall demand remains solid despite challenging trading conditions

INDUSTRY PERFORMANCE

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Unpackaged pastries shows fastest growth in current value sales

WHAT'S NEXT?

Population growth and traditional consumption habits will continue to buoy sales

Health concerns set to exert a greater influence over consumer choices

Proposed US trade deal could drive up input costs

COMPETITIVE LANDSCAPE

Angel Bakery Ltd maintains overall lead in baked goods

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Foodservice volume sales rebound strongly

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Rising health-consciousness will remain a key driver of innovation

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