



**Euromonitor
International**

Savoury Snacks in Israel

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Comfort eating and product launches support growth in savoury snacks in 2025

Osem Food Industries Ltd improves its lead while focusing on new product launches

Discounters lead while forecourt retailers rebound, becoming a key ice cream distribution channel

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Savoury snacks is set for steady growth, led by healthier alternatives

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DISCLAIMER

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