



Processed Meat, Seafood and Alternatives To Meat in Israel

November 2025

Processed Meat, Seafood and Alternatives To Meat in Israel - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Upward pricing pressures persist but demand remains solid on the whole

INDUSTRY PERFORMANCE

Tofu and derivatives is the most dynamic category

Steakholder Foods launches 3D-printed seafood substitutes

WHAT'S NEXT?

Overall demand expected to remain buoyant

Consumption of plant-based products will continue to increase

Healthier options set to fare well in processed meat and processed seafood

COMPETITIVE LANDSCAPE

Neto M E Holdings Ltd claims the overall lead in 2025

S Schestowitz Ltd is the strongest performer in value growth terms

Liquidity woes of US parent threaten competitiveness of Beyond Meat brand

CHANNELS

Discounters remains the leading distribution channel

E-commerce gains the most ground in 2025

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

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Staple Foods in Israel - Industry Overview

EXECUTIVE SUMMARY

Staple foods shows a broadly resilient performance in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Efficacy of import reform policy muted by Red Sea security crisis

Health and wellness trend continues to gain momentum

Foodservice volume sales rebound strongly

WHAT'S NEXT?

Outlook for staple foods is bright on the whole

Rising health-consciousness will remain a key driver of innovation

COMPETITIVE LANDSCAPE

Osem Food Industries Ltd retains the overall lead in 2025

Sanlakol Ltd is the most dynamic player in terms of total value sales growth

CHANNELS

Discounters remains the leading distribution channel

E-commerce gains the most ground of any channel

MARKET DATA

Table 15 - Sales of Staple Foods by Category: Volume 2020-2025

Table 16 - Sales of Staple Foods by Category: Value 2020-2025

Table 17 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 18 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 19 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 20 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 21 - Penetration of Private Label by Category: % Value 2020-2025

Table 22 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 23 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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