Staple Foods in Israel

November 2025

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Baked Goods in Israel

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
Soglowek Nahariya Ltd is the most dynamic performer in value growth terms

CHANNELS

Discounters still the top distribution channel
Baked goods sales via e-commerce continue to rise

CATEGORY DATA

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Breakfast Cereals in Israel

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price hikes remain the biggest driver of current value growth

INDUSTRY PERFORMANCE

Hot cereals shows the fastest development
Health concerns continue to depress demand for children’s breakfast cereals

WHAT’S NEXT?

Steady growth in retail volume and current value sales projected
Health-oriented products set to become more popular and widely available
Import reforms should stimulate greater price competition

COMPETITIVE LANDSCAPE

Unilever Israel Ltd still the outright leader in breakfast cereals
Private label lines continue to gain ground

CHANNELS

Discounters remains the most important distribution channel
E-commerce is the most dynamic channel

CATEGORY DATA

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

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Rice, Pasta and Noodles in Israel

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value-for-money and convenience factors help to maintain robust demand

INDUSTRY PERFORMANCE

Plain noodles is the fastest growing category

Rising interest in Italian cuisine boosts pasta consumption

WHAT'S NEXT?

Retail volume and current value sales expected to increase steadily

Healthier options will continue to win over consumers

Competitive pressures should encourage diversification of packaging mixes

COMPETITIVE LANDSCAPE

Sugat 1967 Ltd remains the clear leader but loses ground

East & West is the most dynamic player in value growth terms

CHANNELS

Discounters still the most important distribution channel

Forecourt retailers records the highest overall value growth rate

CATEGORY DATA

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