



Euromonitor
International

Staple Foods in Israel

November 2025

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Staple Foods in Israel

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

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Baked Goods in Israel

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Overall demand remains solid despite challenging trading conditions

INDUSTRY PERFORMANCE

Prices continue to rise across baked goods

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

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Discounters still the top distribution channel
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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

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[Processed Fruit and Vegetables in Israel](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Current value growth slows as pricing pressures recede slightly

INDUSTRY PERFORMANCE

Frozen fruit is the fastest developing category

Demand for shelf stable fruit and frozen processed potatoes declines

WHAT'S NEXT?

Outlook for processed fruit and vegetables is generally positive

Rising health awareness will continue to shape consumer choices

Price competition likely to intensify as import reforms attract new entrants

COMPETITIVE LANDSCAPE

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Strauss Group Ltd is the most dynamic company in value growth terms

CHANNELS

Distribution still concentrated in discounters

E-commerce is the best performing distribution channel

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[Processed Meat, Seafood and Alternatives To Meat in Israel](#)

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

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CHANNELS

Discounters remains the leading distribution channel

E-commerce gains the most ground in 2025

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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

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

CHANNELS

Discounters still the most important distribution channel
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