



Euromonitor
International

Meals and Soups in Israel

April 2026

Table of Contents

Meals and Soups in Israel - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Widespread price increases drive value growth

INDUSTRY PERFORMANCE

Meals and soups witness further price increases

Convenience and healthiness of prepared salads

WHAT'S NEXT?

Companies likely to maintain price increases amid limited market competition

Rising demand for healthier meals and soups

"What is Good for Europe is Good for Israel" reform unlikely to have a significant immediate impact

COMPETITIVE LANDSCAPE

Tnuva Food Industries leads with a presence in resilient categories

Rami Levy benefits from attractive prices

CHANNELS

Discounters appeal with their low prices and private label products

E-commerce offers consumers a convenient and safer way to shop

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 7 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 8 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 10 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

DISCLAIMER

Cooking Ingredients and Meals in Israel - Industry Overview

EXECUTIVE SUMMARY

Consumers face increasing financial pressure in 2025 as everyday expenses climb

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price increases drive value growth in 2025

New products to entice consumers despite a challenging environment

WHAT'S NEXT?

What next for cooking ingredients and meals?

Local companies may divest some of their brands

Health and wellness concerns to remain a key driver of sales

COMPETITIVE LANDSCAPE

Strauss Group leads, maintaining a strong presence across packaged food

Saba Habib Olive Oil appeals to increasingly discerning consumers

CHANNELS

Price increases encourage shift to discounters

Concerns about personal safety drive strong growth of e-commerce

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

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

Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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