



Breakfast Cereals in Israel

November 2025

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Breakfast Cereals in Israel - Category analysis

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2025 DEVELOPMENTS

Price hikes remain the biggest driver of current value growth

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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

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E-commerce is the most dynamic channel

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Health and wellness trend continues to gain momentum

Foodservice volume sales rebound strongly

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Rising health-consciousness will remain a key driver of innovation

COMPETITIVE LANDSCAPE

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