



**Euromonitor
International**

Meals and Soups in Israel

April 2026

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Meals and Soups in Israel - Category analysis

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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

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

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Consumers face increasing financial pressure in 2025 as everyday expenses climb

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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

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