



Euromonitor
International

HW Snacks in Israel

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KEY DATA FINDINGS

2024 DEVELOPMENTS

High protein, good source of vitamins, and natural trends influence innovation in snacks

INDUSTRY PERFORMANCE

Protein snacks gain momentum as health-conscious consumers prioritise satiety, functionality and on-the-go nutrition
Consumers seek convenient, everyday ways to boost vitamin intake without changing habits
Consumers increasingly favour no sugar options amid health and wellness concerns

WHAT'S NEXT

Health and wellness is set to shape future growth and innovation in snacks
Consumers are expected to prioritise convenient vitamin intake to support everyday health and wellbeing
No sugar claims will continue to gain ground however indulgence remains a challenge

CATEGORY DATA

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Health and Wellness in Israel - Industry Overview

EXECUTIVE SUMMARY

Natural, functional, and low sugar products drive health led innovation in Israel in 2024

INDUSTRY PERFORMANCE

Consumer demand for natural, minimally processed ingredients shapes product innovation
Functional nutrition and sugar reduction drives health-focused consumer choices

WHAT'S NEXT

High protein, plant-based, and functional claims are set to shape innovation across the forecast period

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