



Euromonitor
International

HW Staple Foods in Israel

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven innovation supports growth for high protein, high fibre, natural and plant-based staples

INDUSTRY PERFORMANCE

Health and wellness demands drive innovation in high protein and reduced sugar products
The natural claim is driven by rising interest in minimally processed goods
Consumers prioritise digestive health through high fibre choices

WHAT'S NEXT

Health and wellness priorities are set to accelerate demand for high protein, natural choices
Consumers increasingly choose natural claims for transparency, familiarity and perceived health benefits
Consumers are set to choose high fibre rice and pasta for digestive health and satiety

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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