



Consumer Foodservice in Israel

March 2026

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Consumer Foodservice in Israel

EXECUTIVE SUMMARY

Sales hit by uncertainty and decline in tourism

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Economic and political uncertainty leads to sales decline
Rise in delivery services aids to overcome operational challenges
Digital transformation boosts customer retention

WHAT'S NEXT?

Future of consumer foodservice remains uncertain as war continues
Innovation is driving customer engagement
Farm-to-table movement is contributing to sustainability initiatives

COMPETITIVE LANDSCAPE

McDonald's Israel maintains its leadership through extensive branch network
Pizza Story witnessed consistent growth due to adapting fulfilment strategy
Independent eateries continue to emerge

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Independent foodservice operators has strong presence in Israel due to local trend
Wolt becomes a key driver in Israel foodservice channel innovation

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Cafés/bars face significant decline in revenues

INDUSTRY PERFORMANCE

Cafés/bars close due to Israel-Hamas war impacting foodservice revenue

Independent cafes remain resilient by catering to changing consumer and local dynamics
Economic pressure has reduced menu innovation with focus on best-selling items

WHAT'S NEXT?

Revenue squeeze on cafés/bars will continue if war persists
Delivery services keep cafés afloat
Plant-based menus to aid sustainability initiatives

COMPETITIVE LANDSCAPE

Aroma Express solidifies its leadership through large network on branches
Arcafe (Israel Ltd) is strategically expanding to remain resilient in face of the war
Independent café/bars remain prevalent due to unique locally owned venues

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[Full-Service Restaurants in Israel](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales decline as consumers shift to more affordable foodservice options

INDUSTRY PERFORMANCE

Full-service restaurants face plummeting revenues as demand drops
Asian full service restaurants continue to grow as Japanese cuisine permeates the food scene
Fine dining drops as delivery and takeout grows

WHAT'S NEXT?

Future of full-service restaurants remains uncertain due to current geopolitical conflict
Wolt expands to cater to restaurants across Israel
Sustainability initiatives are driven by environmentally-friendly menu options

COMPETITIVE LANDSCAPE

Japanika leads full-service restaurants due to rise of Asian cuisine
Japanese cuisine wave is aiding in growth of Japan Japan
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Limited-Service Restaurants in Israel

KEY DATA FINDINGS

2025 DEVELOPMENTS

Limited-service restaurants show sales rise

INDUSTRY PERFORMANCE

Closure of major chained limited service restaurant leads to sales decline

Consumer demand for pizza limited-chain restaurants shows resilience

Indulgent and comfort food options gain popularity in limited-service restaurants

WHAT'S NEXT?

Limited service restaurants will continue to grow as pizza and burger outlets prove resilient

Evolution of digital ordering supports category sales

Plant based menu and sustainable sourcing to drive sustainability initiatives

COMPETITIVE LANDSCAPE

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Pizza Story is capitalising on delivery service growth and comfort food trend

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Street Stalls/Kiosks in Israel

KEY DATA FINDINGS

2025 DEVELOPMENTS

Weak demand for street stalls/kiosks

INDUSTRY PERFORMANCE

Israel-Hamas conflict has greatly impacted street stall/kiosks revenues

Independent street stall/kiosks retain strong appeal due to authentic local cuisine experience

Street stall/kiosks expand to offer delivery services to sustain business revenue

WHAT'S NEXT?

Conflict-induced disruption is expected to affect the future performance of street stalls/kiosks

Integration of delivery services and digital innovation is expected to support the management of street stall/kiosks

Innovation in menu and digital engagement expected to aid street stall/kiosks

COMPETITIVE LANDSCAPE

re:bar leads due to its strong brand presence

re:bar's growth is attributed to its continuous menu innovation and digital capabilities

Independent street stall/kiosks remain substantial due to consumer preference for authentic cuisine

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Consumer Foodservice By Location in Israel

KEY DATA FINDINGS

2025 DEVELOPMENTS

All consumer foodservice locations face financial pressure

INDUSTRY PERFORMANCE

Foodservices sales through travel remain volatile

Standalone restaurant revenue drops with rise in closures across Israel

Economic uncertainty leads to decline in dining out culture

WHAT'S NEXT?

Retail consumer foodservice is expected to drive growth through accessibility

Future of standalone consumer foodservice remains uncertain

Rising cost of living is affecting consumer foodservices growth

CATEGORY DATA

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