



Cheese in Israel

August 2025

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Cheese in Israel - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales of cheese rise in 2025, but affordability leads to changes in consumer habits
Tnuva Food Industries maintains its leadership as Gad Dairies captures attention with premium innovation
Discounters dominate cheese sales while retail e-commerce surges with premium appeal

PROSPECTS AND OPPORTUNITIES

Cheese value sales are set to grow, while volume remains under pressure amid rising prices
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DISCLAIMER

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