



# Sauces, Dips and Condiments in Israel

April 2026

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## Sauces, Dips and Condiments in Israel - Category analysis

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#### 2025 DEVELOPMENTS

Home cooking trend continues to gain momentum amid price increases

#### INDUSTRY PERFORMANCE

Rising prices and VAT increase support value sales in 2025

Growing popularity of Italian foods benefits tomato pastes and purées

#### WHAT'S NEXT?

Further price increase expected

Importance of quality at a good price

Preference for local brands set to persist

#### COMPETITIVE LANDSCAPE

Osem Food Industries leads, offering a broad portfolio

Maimon Spices' wide assortment appeals to a broad consumer base

#### CHANNELS

Discounters lead, with consumers increasingly seeking lower-priced options

"Safe" e-commerce performs well in 2025

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## Cooking Ingredients and Meals in Israel - Industry Overview

### EXECUTIVE SUMMARY

Consumers face increasing financial pressure in 2025 as everyday expenses climb

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

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

Strauss Group leads, maintaining a strong presence across packaged food

Saba Habib Olive Oil appeals to increasingly discerning consumers

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