



Rice, Pasta and Noodles in Israel

November 2025

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2025 DEVELOPMENTS

Value-for-money and convenience factors help to maintain robust demand

INDUSTRY PERFORMANCE

Plain noodles is the fastest growing category

Rising interest in Italian cuisine boosts pasta consumption

WHAT'S NEXT?

Retail volume and current value sales expected to increase steadily

Healthier options will continue to win over consumers

Competitive pressures should encourage diversification of packaging mixes

COMPETITIVE LANDSCAPE

Sugat 1967 Ltd remains the clear leader but loses ground

East & West is the most dynamic player in value growth terms

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Discounters still the most important distribution channel

Forecourt retailers records the highest overall value growth rate

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Staple foods shows a broadly resilient performance in 2025

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INDUSTRY PERFORMANCE

Efficacy of import reform policy muted by Red Sea security crisis

Health and wellness trend continues to gain momentum

Foodservice volume sales rebound strongly

WHAT'S NEXT?

Outlook for staple foods is bright on the whole

Rising health-consciousness will remain a key driver of innovation

COMPETITIVE LANDSCAPE

Osem Food Industries Ltd retains the overall lead in 2025

Sanlakol Ltd is the most dynamic player in terms of total value sales growth

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