



Euromonitor  
International

# Processed Fruit and Vegetables in Israel

November 2025

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## Processed Fruit and Vegetables in Israel - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Current value growth slows as pricing pressures recede slightly

#### INDUSTRY PERFORMANCE

Frozen fruit is the fastest developing category

Demand for shelf stable fruit and frozen processed potatoes declines

#### WHAT'S NEXT?

Outlook for processed fruit and vegetables is generally positive

Rising health awareness will continue to shape consumer choices

Price competition likely to intensify as import reforms attract new entrants

#### COMPETITIVE LANDSCAPE

Tnuva Food Industries Ltd retains substantial overall lead

Strauss Group Ltd is the most dynamic company in value growth terms

#### CHANNELS

Distribution still concentrated in discounters

E-commerce is the best performing distribution channel

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[Staple Foods in Israel - Industry Overview](#)

### EXECUTIVE SUMMARY

Staple foods shows a broadly resilient performance in 2025

### KEY DATA FINDINGS

#### 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

## CHANNELS

Discounters remains the leading distribution channel

E-commerce gains the most ground of any channel

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-fruit-and-vegetables-in-israel/report](http://www.euromonitor.com/processed-fruit-and-vegetables-in-israel/report).