



Sweet Spreads in Israel

April 2026

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2025 DEVELOPMENTS

High prices and health concerns influence consumers' choices in 2025

INDUSTRY PERFORMANCE

Impact of price increases and growing health awareness

Impact of price increases and growing health awareness

WHAT'S NEXT?

High prices expected to persist

Challenges for jams and chocolate spreads

COMPETITIVE LANDSCAPE

Leveraging its strong local heritage, Strauss Group leads

Shaked Tabor gains traction with its wide range of nut and seed based spreads

CHANNELS

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E-commerce offers convenience and safety

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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
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