



Euromonitor  
International

# Staple Foods in Israel

November 2025

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## Staple Foods in Israel

### 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

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Angel Bakery Ltd maintains overall lead in baked goods  
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[Breakfast Cereals in Israel](#)

## KEY DATA FINDINGS

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## INDUSTRY PERFORMANCE

Hot cereals shows the fastest development  
Health concerns continue to depress demand for children's breakfast cereals

## WHAT'S NEXT?

Steady growth in retail volume and current value sales projected  
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Import reforms should stimulate greater price competition

## COMPETITIVE LANDSCAPE

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Rising health awareness will continue to shape consumer choices

Price competition likely to intensify as import reforms attract new entrants

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## WHAT'S NEXT?

Overall demand expected to remain buoyant

Consumption of plant-based products will continue to increase

Healthier options set to fare well in processed meat and processed seafood

## COMPETITIVE LANDSCAPE

Neto M E Holdings Ltd claims the overall lead in 2025

S Schestowitz Ltd is the strongest performer in value growth terms

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Discounters remains the leading distribution channel

E-commerce gains the most ground in 2025

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[Rice, Pasta and Noodles in Israel](#)

## KEY DATA FINDINGS

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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  
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## CHANNELS

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