



Euromonitor  
International

# Meals and Soups in Israel

April 2026

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## Meals and Soups in Israel - Category analysis

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#### 2025 DEVELOPMENTS

Widespread price increases drive value growth

#### INDUSTRY PERFORMANCE

Meals and soups witness further price increases

Convenience and healthiness of prepared salads

#### WHAT'S NEXT?

Companies likely to maintain price increases amid limited market competition

Rising demand for healthier meals and soups

"What is Good for Europe is Good for Israel" reform unlikely to have a significant immediate impact

#### COMPETITIVE LANDSCAPE

Tnuva Food Industries leads with a presence in resilient categories

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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

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