



# HW Snacks in Israel

February 2026

Table of Contents

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

High protein, good source of vitamins, and natural trends influence innovation in snacks

### INDUSTRY PERFORMANCE

Protein snacks gain momentum as health-conscious consumers prioritise satiety, functionality and on-the-go nutrition

Consumers seek convenient, everyday ways to boost vitamin intake without changing habits

Consumers increasingly favour no sugar options amid health and wellness concerns

### WHAT'S NEXT

Health and wellness is set to shape future growth and innovation in snacks

Consumers are expected to prioritise convenient vitamin intake to support everyday health and wellbeing

No sugar claims will continue to gain ground however indulgence remains a challenge

### CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

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[Health and Wellness in Israel - Industry Overview](#)

### EXECUTIVE SUMMARY

Natural, functional, and low sugar products drive health led innovation in Israel in 2024

### INDUSTRY PERFORMANCE

Consumer demand for natural, minimally processed ingredients shapes product innovation

Functional nutrition and sugar reduction drives health-focused consumer choices

### WHAT'S NEXT

High protein, plant-based, and functional claims are set to shape innovation across the forecast period

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