



Euromonitor
International

HW Cooking Ingredients and Meals in Israel

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HW Cooking Ingredients and Meals in Israel - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural claims, gluten free products and flexitarian diets drive sales and support innovation

INDUSTRY PERFORMANCE

Innovation focuses on health reformulation and simple, recognisable ingredients

Players reformulate products as demand for natural positioning strengthens in 2024

Gluten-free claims gain prominence as consumers prioritise digestive health

WHAT'S NEXT

Innovation is set to focus on clean labels, regulatory pressure and shifting consumption habits

Brands are set to reformulate products as the natural claim supports sales

Gluten free products are set for growth as health-conscious consumers drive demand

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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-cooking-ingredients-and-meals-in-israel/report.