



Euromonitor  
International

# HW Staple Foods in Israel

February 2026

Table of Contents

## HW Staple Foods in Israel - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Health-driven innovation supports growth for high protein, high fibre, natural and plant-based staples

#### INDUSTRY PERFORMANCE

Health and wellness demands drive innovation in high protein and reduced sugar products

The natural claim is driven by rising interest in minimally processed goods

Consumers prioritise digestive health through high fibre choices

#### WHAT'S NEXT

Health and wellness priorities are set to accelerate demand for high protein, natural choices

Consumers increasingly choose natural claims for transparency, familiarity and perceived health benefits

Consumers are set to choose high fibre rice and pasta for digestive health and satiety

#### CATEGORY DATA

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

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

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

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

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024

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

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

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

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

#### COUNTRY REPORTS DISCLAIMER

### 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

#### COUNTRY REPORTS DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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