



**Euromonitor
International**

HW Snacks in Israel

September 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Busy consumers look for fortification and functionality from their snacks
Growing concern about health impact of sugar
Local products chime with health and wellness trend and keep prices down

PROSPECTS AND OPPORTUNITIES

Move by consumers towards healthier, less processed food and more sustainable products
Gluten free set to see growth as the consumer base is not limited to coeliacs
Vegan and plant-based claims set to see offer expand and demand rise

MARKET DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023
Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023
Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023
Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023
Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023
Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023
Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023
Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028
Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Israel - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

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-snacks-in-israel/report.