



# HW Snacks in Israel

December 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Introducing more local products and flavours to attract consumers to health and wellness snacks

Gluten free is the leading claim in health and wellness snacks, with rising popularity contributed by the pandemic

High protein performs well due to rising consumer awareness of the link between diet and health

### PROSPECTS AND OPPORTUNITIES

Move by consumers towards healthier, less processed food and more sustainable products

Gluten free set to see significant growth as the consumer base is not limited to coeliacs

Vegan expected to gain as more consumers opt for a plant-based diet

### CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

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

## EXECUTIVE SUMMARY

Overview

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