



# HW Staple Foods in Israel

December 2023

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## HW Staple Foods in Israel - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Health and wellness remains an important trend despite alleviation in the pandemic supported by growth in flexitarianism and the imposition of red labels

Gluten free is the most popular health and wellness claim in health and wellness staple foods in 2022

High protein is the best performing claim in health and wellness staple foods in 2022

#### PROSPECTS AND OPPORTUNITIES

Nutritional information increasingly key to consumer food choices over the forecast period, alongside premiumisation, the drive for convenience and sustainability

Gluten free shows the most promise in health and wellness staple foods during the forecast period

Dairy free claim linked to healthier breakfast cereals

#### CATEGORY DATA

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

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

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

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

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Table 7 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

## Health and Wellness in Israel - Industry Overview

### EXECUTIVE SUMMARY

Overview

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