



HW Staple Foods in Israel

September 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising interest in vegan and plant-based claims
Increasing concern about sugar intake
High protein sees dynamic growth in staple foods in 2023

PROSPECTS AND OPPORTUNITIES

Nutritional information increasingly key to consumer food choices over the forecast period, alongside premiumisation, the drive for convenience and sustainability
Increasing emphasis on plant-based protein
Natural and organic claims expected to see volume sales fall in staple foods

MARKET DATA

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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

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