

Chocolate Confectionery in Israel

July 2023

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Chocolate Confectionery in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return of Strauss products to retailers' shelves provides a much needed fillip to the category

Retailers bow to price hikes

Rapid food delivery services open up new opportunities

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Price hikes will lead to increased purchases of "better value" family packs

Premiumisation will continue to impact chocolate confectionery

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