

# Sugar Confectionery in Israel

July 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Return to positive growth in 2023, assisted by return of Strauss products to retail shelves

Health and wellness trend has little impact on demand, but ice cream and chocolate confectionery present strong competition

Leiman Schlusser retains its leading position

#### PROSPECTS AND OPPORTUNITIES

Flat performance expected, despite recovery of Strauss, as health and wellness trends take hold

Price rises are likely to see increased sales of family packs, but retailer competition could increase

Mints will benefit from their essential status

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