



Sweet Biscuits, Snack Bars and Fruit Snacks in Israel

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices and health trends drive growth in sweet biscuits, snack bars and fruit snacks

Leiman Schlüssel maintains its lead as Tnuva drives growth with protein/energy bar Go

Discounters lead sales while convenience stores drive growth in 2025

PROSPECTS AND OPPORTUNITIES

Stable volume but slowing value growth is anticipated for the forecast period

Innovation is expected to focus on premiumisation and indulgence

Health, wellness and the high protein trend is set to support ongoing growth

CATEGORY DATA

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