



Euromonitor  
International

# Supermarkets in Israel

June 2026

Table of Contents

## [Supermarkets in Israel - Category analysis](#)

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Supermarkets Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Supermarkets

### INDUSTRY PERFORMANCE

Discount Appeal Reshapes Shopper Behaviour

Chart 2 - Rising Cost of Living Drives Rami Levy's Growth in Israel's Retail Market

Carrefour Leverages Ai to Boost Loyalty and Operational Gains

Chart 3 - Value Sales 2020-2030

### WHAT'S NEXT?

Retailers Deploy Ai and Omnichannel Strategies to Sharpen Value and Loyalty

Chart 4 - Forecast Value Sales 2020-2030

### COMPETITIVE LANDSCAPE

Carrefour Consolidates Banners and Accelerates Share Gains with Ai

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

### ECONOMIC CONTEXT

Chart 7 - Economic Context for Supermarkets

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 10 - Consumer Context for Supermarkets

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Retail in Israel - Industry Overview](#)

### EXECUTIVE SUMMARY

2025 Developments

### KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Retail

### INDUSTRY PERFORMANCE

Discounters and E-Commerce Outperform Traditional Formats as Shoppers Seek Value

Wolt'S Digital Innovation Reshapes Everyday Shopping Habits

Chart 14 - Wolt'S Platform Expansion Accelerates E-Commerce Transformation

Chart 15 - Value Sales 2020-2030

Chart 16 - Value Sales by Category 2025

### WHAT'S NEXT?

International Brands Accelerate Digital Transformation to Meet Hybrid Demand

Chart 17 - Forecast Value Sales 2020-2030

Chart 18 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Chart 19 - Analyst Insight for Retail

Rami Levy'S Value Focus Narrows Shufersal'S Lead as Innovation Accelerates

Zara Launches Innovative Flagship Store

Chart 20 - Zara Merges Fashion and Home to Create a Seamless Lifestyle Shopping Experience

Adidas Launches Digital Transformation in Concept Stores

Chart 21 - Digital Transformation in Adidas Concept Stores

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

## OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 24 - Standard Opening Hours by Channel Type 2025

Seasonality

Jewish New Year

Passover

## ECONOMIC CONTEXT

Chart 25 - Economic Context for Retail

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 28 - Consumer Context for Retail

Chart 29 - Population 2020-2030

Chart 30 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/supermarkets-in-israel/report](http://www.euromonitor.com/supermarkets-in-israel/report).