

# Sweet Spreads in Israel

November 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Price increases and health concerns impact volume sales sweet spreads in 2023  
Strauss Group to retain leadership in sweet spreads with leading brand Yad Mordechai  
Discounters continues to hold the lion's share of sales among price-conscious consumers

### PROSPECTS AND OPPORTUNITIES

Mixed prospects for sweet spreads, with nut and seed-based spreads set to benefit from consumer interest in protein  
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