



# Meals and Soups in Israel

April 2026

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## Meals and Soups in Israel - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Widespread price increases drive value growth

#### INDUSTRY PERFORMANCE

Meals and soups witness further price increases  
Convenience and healthiness of prepared salads

#### WHAT'S NEXT?

Companies likely to maintain price increases amid limited market competition  
Rising demand for healthier meals and soups  
"What is Good for Europe is Good for Israel" reform unlikely to have a significant immediate impact

#### COMPETITIVE LANDSCAPE

Tnuva Food Industries leads with a presence in resilient categories  
Rami Levy benefits from attractive prices

#### CHANNELS

Discounters appeal with their low prices and private label products  
E-commerce offers consumers a convenient and safer way to shop

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## Cooking Ingredients and Meals in Israel - Industry Overview

### EXECUTIVE SUMMARY

Consumers face increasing financial pressure in 2025 as everyday expenses climb

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Price increases drive value growth in 2025  
New products to entice consumers despite a challenging environment

#### WHAT'S NEXT?

What next for cooking ingredients and meals?

Local companies may divest some of their brands

Health and wellness concerns to remain a key driver of sales

## COMPETITIVE LANDSCAPE

Strauss Group leads, maintaining a strong presence across packaged food

Saba Habib Olive Oil appeals to increasingly discerning consumers

## CHANNELS

Price increases encourage shift to discounters

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