

# Traditional Grocery Retailers in Israel

April 2022

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## Traditional Grocery Retailers in Israel - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Values sales remain high in 2021 as consumers continue to show a preference for local, small grocery stores

Drink specialists remain popular due to ongoing at-home consumption

Highly fragmented competitive landscape sees further expansion

#### PROSPECTS AND OPPORTUNITIES

Stable growth for traditional grocery retailers, with health food stores likely to further benefit from rising health and wellness trends

Drink specialists set to retain popularity in line with increasing sophistication amongst Israeli population

Local consumers appreciate personal service of small traditional grocers

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Urbanisation impact

What next for retailing?

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