

## **Meals and Soups in Israel**

Market Direction | 2022-11-07 | 20 pages | Euromonitor

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### **Report description:**

Ready meals continue to strongly benefit from the recent convenience trend, leading to healthy category growth. Although many people worked from home during the pandemic, they continued to look for meal solutions that made their lives easier. Ready meals was one of these solutions. Now that the pandemic is largely over, people are increasingly interested in doing more things such as advancing in their careers, being present with their children or partners, and taking care of themselves. As such,...

Euromonitor International's Meals and Soups in Israel report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Meals and Soups market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## Table of Contents:

Meals and Soups in Israel  
Euromonitor International  
November 2022

List Of Contents And Tables

### MEALS AND SOUPS IN ISRAEL

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Ready meals is growing with particularly strong interest in frozen options

Tnuva Food Industries to retain leadership as consumers enjoy its pizzas and prepared salads

Volume sales drop in unpopular soup due to price hikes and unhealthy image

#### PROSPECTS AND OPPORTUNITIES

Strong potential for frozen ready meals, though frozen pizza will continue to suffer price issues due to its high wheat content

Lots of growth opportunity thanks to continued demand for healthy convenience

Muted growth expected for soup due to unfavourable perception amongst locals

#### CATEGORY DATA

Table 1 Sales of Meals and Soups by Category: Volume 2017-2022

Table 2 Sales of Meals and Soups by Category: Value 2017-2022

Table 3 Sales of Meals and Soups by Category: % Volume Growth 2017-2022

Table 4 Sales of Meals and Soups by Category: % Value Growth 2017-2022

Table 5 Sales of Chilled Ready Meals by Ethnicity: % Value 2017-2022

Table 6 Sales of Frozen Ready Meals by Ethnicity: % Value 2017-2022

Table 7 Sales of Soup by Leading Flavours: Rankings 2017-2022

Table 8 NBO Company Shares of Meals and Soups: % Value 2018-2022

Table 9 LBN Brand Shares of Meals and Soups: % Value 2019-2022

Table 10 □ Distribution of Meals and Soups by Format: % Value 2017-2022

Table 11 □ Forecast Sales of Meals and Soups by Category: Volume 2022-2027

Table 12 □ Forecast Sales of Meals and Soups by Category: Value 2022-2027

Table 13 □ Forecast Sales of Meals and Soups by Category: % Volume Growth 2022-2027

Table 14 □ Forecast Sales of Meals and Soups by Category: % Value Growth 2022-2027

#### COOKING INGREDIENTS AND MEALS IN ISRAEL

#### EXECUTIVE SUMMARY

Cooking ingredients and meals in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

#### MARKET DATA

Table 15 Sales of Cooking Ingredients and Meals by Category: Volume 2017-2022

Table 16 Sales of Cooking Ingredients and Meals by Category: Value 2017-2022

Table 17 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2017-2022

Table 18 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Cooking Ingredients and Meals: % Value 2018-2022

Table 20 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2019-2022

Table 21 Penetration of Private Label by Category: % Value 2017-2022

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Table 22 Distribution of Cooking Ingredients and Meals by Format: % Value 2017-2022

Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2022-2027

Table 24 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2022-2027

Table 25 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2022-2027

Table 26 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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