

HW Snacks in Israel

Market Direction | 2024-09-24 | 14 pages | Euromonitor

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Report description:

The increasingly fast pace of modern lifestyles and the fragmentation of traditional family structures is serving to erode consumers' capacity to keep to regular mealtimes. This is leading to a rise in snacking and on-the-go consumption. At the same time, the ongoing rise in health consciousness is generating greater awareness of consumers' nutritional requirements. In this context, consumers are looking for snack products that provide them with particular nutritional benefits, including fortifi...

Euromonitor International's HW Snacks in Israel report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the HW Snacks 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.

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reliable information resources to help drive informed strategic planning.

Table of Contents:

HW Snacks in Israel
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List Of Contents And Tables

HW SNACKS IN ISRAEL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Busy consumers look for fortification and functionality from their snacks

Growing concern about health impact of sugar

Local products chime with health and wellness trend and keep prices down

PROSPECTS AND OPPORTUNITIES

Move by consumers towards healthier, less processed food and more sustainable products

Gluten free set to see growth as the consumer base is not limited to coeliacs

Vegan and plant-based claims set to see offer expand and demand rise

MARKET DATA

Table 1 Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 4 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 5 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 6 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 7 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 8 Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 9 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

HEALTH AND WELLNESS IN ISRAEL

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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