

# Supermarkets in Israel

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Arrival of Carrefour shakes up the competition in supermarkets

Supermarkets affected by confluence of factors impacting food

Supermarkets still face competition from other retail channels

### PROSPECTS AND OPPORTUNITIES

Strategic marketing expected within an increasingly competitive landscape

Product diversification and cost efficiency initiatives needed for future success

A post-war emphasis is expected on the promotion of Israeli-made products

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Competitive landscape

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Seasonality

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