

Sweet Spreads in Israel

November 2023

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Sweet Spreads in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases and health concerns impact volume sales sweet spreads in 2023
Strauss Group to retain leadership in sweet spreads with leading brand Yad Mordechai
Discounters continues to hold the lion's share of sales among price-conscious consumers

PROSPECTS AND OPPORTUNITIES

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