

# HW Cooking Ingredients and Meals in Israel

December 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Companies tap into on-the-go health options in 2022 as lifestyles return to normal in the wake of the pandemic  
Natural is the most popular health and wellness claim in health and wellness cooking ingredients and meals in 2022  
No sugar sees growing proliferation in health and wellness cooking ingredients and meals

#### PROSPECTS AND OPPORTUNITIES

Consumer focus on health drives growth, though sales set to be constrained by high unit prices and red labelling legislation  
Vegan shows promise in health and wellness cooking ingredients  
Low sugar to see further growth over the forecast period in a continuation from 2022

#### CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

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### Health and Wellness in Israel - Industry Overview

#### EXECUTIVE SUMMARY

Overview

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