



Supermarkets in Israel

March 2024

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Supermarkets in Israel - Category analysis

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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