



ISRAËL

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RETAIL TRENDS

1. The food antitrust law weakens leading suppliers and increases the exposure of smaller suppliers.
2. The collapse of the second largest retail chain, due to poor management, led to their acquisition by a heavy discount chain.
3. The big retail chains are adopting the private label trend and gradually increasing the number of categories of PL products. Meanwhile parallel imports continue to develop.

CONSUMER TRENDS

1. Consumers are getting used to private brands and acquire them as an alternative to more expensive labels.
- 2 As a result of the erosion of wages on the one hand and rising prices on the other hand, the acquired product portfolio contains a smaller quantity of goods or substitute products.

TREND 1: CUSTOMERS DON'T WANT UNHEALTHY FOOD

Categories perceived as less healthy suffered from a significant decline in volumes in addition to several new product launches in the healthy food category.

SCHNITZEL SERIES

Launch date: 06/2015

Category: Grocery

Family: Shelf stable ready meals
(preserved, dried)



Ready to eat Schnitzels – Raised Without Antibiotics, No Added Hormones and 100% Natural Ingredients: No artificial colors, No preservatives, No added phosphates, No added stabilizers, No added MSG



TREND 2: STORE FORMAT

Quality specialty stores, such as organic or health-oriented stores, will increase the awareness of consumers making them search for a bigger variety of superior quality or unique products.

STARKIST LE SALAD

Brand: StarKist Food'Or LTD

Launch date: 07/2015

Category: Grocery

Family: Tinned fish



General Description: A unique development worldwide – Canned light tuna chunks with salad dressing, ready to eat and easy to use.

Distribution channels: Organized retail food sector, privately owned food store chains, hypermarkets, supermarkets, discount stores.

Why is this product a success? Simply open a can, empty its contents into a bowl of chopped vegetables, and mix. The product line includes three choices of dressing: Vinaigrette, Caesar, Oil-garlic-lemon. No preservatives, No refrigeration.

TREND 3: RISING CATEGORY

Growth of pampering and luxury categories.

YOLO

Brand: TNUVA

Launch date: 02/2015

Category: Grocery

Family: Desserts



General Description: Yolo is the only dairy dessert series with real chocolate (at least 15% chocolate)

Why this product is a success? It created a whole new category in dairy desserts, and brought the essence of indulgence to the dairy refrigerator.

NEW RETAIL CONCEPT

The strengthening of the private label and parallel imports will lower the prices of traditional suppliers of brands.

Skipping the store: a warehouse of goods marketing directly to consumers through an online site (similar to Amazon Fresh).



OTHER MAJOR RETAILERS

Israeli ventures, such as Waze for example, increase the influence of the cooperative factor in other areas such as shared meals, deliveries and getting merchandise to retailers.

DO NOT MISS

Due to the significant changes in Israel and the fact that the second largest retail chain collapsed and was bought by a heavy discount chain, the market situation is unclear at this point. In two months' time, we will be able to introduce three new stores.