Israel’s Food Industry
Nov. 2008
Introduction - General

Land: 21,000 Sq.Km
Length: 470 Km
Width: 135 Km
Population: 7.1 M
  Jews 76%
  Muslims 15%
  Other 9%

Main cities:
Jerusalem, Tel Aviv, Haifa

Ports: Haifa, Ashdod, Eilat.
## The Israeli Economy - 2007

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>GDP (Billion $, current prices)</td>
<td>162</td>
</tr>
<tr>
<td>GDP per Capita ($, current prices)</td>
<td>22,600</td>
</tr>
<tr>
<td>Export of Goods &amp; Services (billion $)</td>
<td>70.7</td>
</tr>
<tr>
<td>Industrial Exports</td>
<td>33.4</td>
</tr>
<tr>
<td>(Excl. Software &amp; Diamonds, Billion $)</td>
<td></td>
</tr>
<tr>
<td>Unemployment</td>
<td>7.4%</td>
</tr>
<tr>
<td>Population (Million)</td>
<td>7.1</td>
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</tbody>
</table>
comprises approximately 150 members that represent this branch’s principal output in Israel.

51.4% of the members employ less than 100 workers. 48.6% of the members employ more than 100 workers.
Revenues in Million NIS
FOOD, BEVERAGES AND TOBACCO INDUSTRY

Billions Nis

FOOD, BEVERAGES AND TOBACCO INDUSTRY

Billions Nis

31,939 32,800 35,289 36,126 36,424 38,835 40,066 41,666 43,000 46,916 51,753

14.6 Billions $
Food, Beverage and Tobacco Industry
EXPORTS OF THE FOOD, BEVERAGES AND TOBACCO INDUSTRY, 2007

- **European Union**
  - Netherlands – 18.9%
  - United Kingdom – 12.7%
  - France – 14.2%
  - Belgium – 8.4%
  - Italy – 8%
  - Germany – 9.5%
  - Spain – 4.7%

- **US & Canada** – 52%

- **Others** – 19%

- **Asia** – 14%
IMPORTS OF THE FOOD, BEVERAGES AND TOBACCO INDUSTRY, 2007

Europe:
- European Union
  - Netherlands – 10.4%
  - United Kingdom – 18.4%
  - France – 8.4%
  - Belgium - 12.3%
  - Italy – 7.8%
  - Germany – 10%
  - Spain - 4%

US & Canada: 12%

Others: 27%

Asia: 4%

Others: 57%
Consumption Expenditure of Household 2007

The Consumption Expenditure of Household per month is 11,584 NIS

- 22.3% Housing
- 20.1% Transportation
- 17.3% Others
- 13.3% Education & culture entertainment
- 10.1% Dwelling maintenance
- 9.7% Food & Vegetables fruit
- 3.2% Vegetables, fruit, and wine
- 1.8% Housing and transport
- 0.2% Education and culture entertainment
Israel’s Household Food Expenditure (As a share of total expenditure)
Israel’s Food Industry

✓ The Food Industry is among the most competitive sectors in the Israeli economy.

✓ The food industry contributes 20% of the total local industry revenues and 17% of its work force (60,200 employees).

✓ The food industry comprises small & medium size companies alongside large and multinational companies.

✓ The food industry operates in a dynamic environment with different needs, tastes and changing demands determined by the customers.
Challenges for the Food Industry

✓ Rapid change in modern life (different habits, demands, etc.)

✓ Obesity (finger pointed to the industry) – Balanced diet and active lifestyle

✓ Declining food expenditure of the individuals.

✓ Low share of exports in total Revenues.

✓ Innovation and technology.
New Products
Thank you

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