

AUSTRIAN ECONOMIC MISSION WEBINAR

The Israeli Food & Retail Market

A strategic masterclass on consumer demographics, high-yield retail channels, and seamless shelf penetration for Austrian producers.

Rotem Segev

Founder & CEO, Segev Retail Strategies | 25 Years FMCG & Retail Executive

 Tel Aviv • Vienna 2026

Your Operational Bridge to Israeli Shelves



25 Years FMCG Leadership

Former executive VP & CEO for leading food brands (Prince Tahina, Saba Habib Olive Oil, Taaman Group). Direct commercial access to Israel's top buyers.

National and international reach

Personal connections to decision makers

Direct Category Buyer Access

Immediate meetings with Shufersal, Rami Levy, King Store, and Tiv Taam.

Zero Regulatory Guesswork

Ministry of Health import approvals, Hebrew labeling, and Kosher mapping.

Fast Time-to-Market

Targeted B2B matchmaking avoiding costly exhibitions and wrong partners.

An Island Economy in High Growth



GDP PER CAPITA

\$70K+

Projected within 3 years.
Premium G7 purchasing
power.



POPULATION SURGE

15M

Target by 2040 (+130,000
new consumers every year).



FOOD IMPORT NEED

>50%

High structural reliance on
imported packaged foods.



MARKET VACUUM

Turkish trade halt creates
immediate European demand.

Israel is 4 Distinct Sub-Markets



10.0M Total Consumers

Diverse shopping habits & standards

General Sector 5.5M (55%)

High culinary curiosity, standard retail chains, global brand affinity.

Arab Sector 2.0M (20%)

Zero Kosher requirement, large family baskets, independent stores.

Russian Sector 1.5M (15%)

European taste profile, non-kosher retail chains, gourmet weekend traffic.

Ultra-Orthodox 1.0M (10%)

Strict Badatz standards, high volume staple foods, discount chains.

Russian Segment: 1.5M European Palates



Dedicated Retail Giants

Tiv Taam & Keshet Teamim.

Operating 7 days a week with a nationwide footprint of gourmet hypermarkets.



Less / non Kosher Requirement

Direct import without reformulation.

European factory certification is fully accepted by import health regulators.



General Spillover Effect

Secular weekend gourmet traffic.

Major weekend destination for affluent secular Israeli shoppers seeking fine European delicacies.

Arab Retail: 2,000 High-Volume Outlets



King Store, Dabah & Star Chains

Massive modern hypermarkets with giant shopping carts and deep family loyalty to premium food brands.

2,000 Independent Grocery Stores

A dynamic cash-and-carry retail network unreachable through conventional national distributors.

Zero Jewish Kosher Obstacles

Standard European hygiene certifications and Halal standards allow immediate shelf placement.

PROOF OF CONCEPT

Austrian Powerhouses Thriving in Israel

SEGEV
RETAIL STRATEGIES

Red Bull: Energy Category Benchmark

Presence across national supermarkets, HoReCa, gas stations, and night venues.

Manner Wafers: Confectionery Staple

Lossing it strength in the local market

Twist and Drink: Mass Volume Kids Favorite

High rotational velocity in large family supermarkets and independent Arab grocers.



HIGH GROWTH NICHE

Organic, Vegan & Clean-Label Surge

SEGEV
RETAIL STRATEGIES



#1 Global Vegan Capital

Highest vegan consumers per capita.

Unmatched consumer willingness to pay premium prices for plant-based and clean-label foods.



Dedicated Green Chains

Nitzat Haduvdevan, Anise, Green.

Over 150 health specialty stores looking for certified European organic bio-labels.



Kosher Parve Synergy

Natural Kosher alignment.

Plant-based products qualify easily for Parve status, instantly unlocking 100% of national retail.

Private Label vs Umbrella Importers



Supermarket Private Label

Shufersal, Super-Pharm, Rami Levy.

Margin Focus: High shelf priority for price-competitive European OEM lines.

Massive Scale: Instant nationwide placement across hundreds of hypermarkets.

Strict Logistics: Demands containerized supply chain reliability.



Umbrella Brand Importers

Multi-Category Importer Houses.

Broad Portfolios: Established house brands carrying diverse European goods.

Deep Distribution: Immediate access to regional wholesalers and independent grocers.

Agile Onboarding: Faster contract execution than corporate chain headquarters.

HoReCa: High-Yield Culinary Ecosystem



World-Class Culinary Hub

Tel Aviv hosts one of the world's most vibrant dining scenes, demanding premium Austrian bakery, dairy, and confectionery inputs.



Tier-1 Food Distributors

Dominated by large wholesale logistics firms serving hotel chains, catering enterprises, and corporate dining facilities.



Boutique Gastronomy Importers

Specialized distributors supplying craft beer, Alpine cheeses, pastry ingredients, and syrups directly to top chefs.

Barriers vs Solutions

PERCEIVED BARRIER

Complex Kosher Rules



STRATEGIC SOLUTION

Target the 3.5M non-kosher consumer market (Arab & Russian) or acquire simple Kosher Parve certification.

PERCEIVED BARRIER

High Concentration



STRATEGIC SOLUTION

Partner with dynamic independent wholesalers and aggressive discount chains over traditional monopolies.

PERCEIVED BARRIER

Ministry of Health Approvals



STRATEGIC SOLUTION

Adopt the "European Standard" import route (Directive 2023) with pre-verified local compliance.

GEOGRAPHIC EXPANSION

Israel as a Middle East Bridgehead



Gateway to 100M+ Surrounding Consumers

Distributors operating in Israel's Arab sector possess active trade corridors with neighbouring regional markets.

- **Jordan & Egypt:** Established logistics trade routes.
- **Palestinian Authority:** 3M+ integrated consumer market.
- **Abraham Accords:** Growing cross-border trade linkages.

COMMERCIAL LEVERAGE

One Entry Point, Multiple Markets

By establishing a reliable supply chain in Israel, Austrian brands test products with affluent Israeli consumers before scaling regionally across the Middle East.

Why Now is the Strategic Moment



Economic Acceleration

Domestic demand resurgence.

Consumer spending is bouncing back aggressively, with supermarket shelves demanding renewed global inventory.



The Turkish Supply Void

Immediate supplier replacement.

The embargo on Turkish goods leaves supermarket buyers urgently sourcing certified European alternatives.



Thirst for Austrian Quality

High trust in Austrian standards.

Austrian manufacturing is synonymous with clean ingredients, precision, and reliable supply contracts.

Issues and requests form participants



Horeka

Several major plays in the bakery business,
mainly local players

The retail chains have very few branches



Demand for Australian food

Well branded but not mainly
requested



General Spillover Effect

Secular weekend gourmet traffic.

Major weekend destination for affluent
secular Israeli shoppers seeking fine
European delicacies.

IN OFFICIAL COLLABORATION WITH

FROM STRATEGY TO COMMERCIAL REALITY

Let's Secure Your Spot on the Shelf

We eliminate the risks, connect you directly with vetted category retail decision-makers, and streamline your Israeli market entry.

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