

# G. Willi Food-International Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

G. Willi Food-International Ltd. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between G. Willi Food-International Ltd. and its competitors. This provides our Clients with a clear understanding of G. Willi Food-International Ltd. position in the [Commercial Services and Supplies](#) Industry.

The report contains detailed information about G. Willi Food-International Ltd. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for G. Willi Food-International Ltd.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The G. Willi Food-International Ltd. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios

pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes G. Willi Food-International Ltd. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of G. Willi Food-International Ltd. business.

### **About G. Willi Food-International Ltd.**

G. Willi-Food International Ltd., through its subsidiaries, engages in the design, import, export, manufacture, marketing, and distribution of various food products in Israel and internationally. The company markets its products under the brand name 'Willi-Food', chilled salads under the name 'Shamir Salads', and chilled and frozen products under the brand name 'Gold Frost'.

### **Segments**

The company imports, manufactures, markets, and distributes two kinds of line segments, Import Segment and Manufacturing Segment.

#### **Import Segment**

The company imports, markets, and distributes approximately 600 food products. These products are sold by the company and by Gold Frost. The principal products in the import segment product line are as follows:

**Canned Vegetables and Pickles:** These products include okra, mushrooms (whole and

sliced) and terfess, artichoke (hearts and bottoms), beans, asparagus, capers, corn kernels, baby corn, palm hearts, bamboo shoots, vine leaves (including vine leaves stuffed with rice), sour pickles, mixed pickled vegetables, pickled peppers, an assortment of black and green olives, sun dried tomatoes, and edamame soybeans.

**Canned Fish:** These products include tuna (in oil or in water), sardines, anchovies, smoked and pressed cod liver, herring, fish paste, and salmon.

**Canned Fruit:** These products include pineapple (sliced or pieces), peaches, apricot, pears, cherries, mangos, litchis, and fruit cocktail.

**Edible Oils:** These products include olive oil, sunflower oil, soybean oil, corn oil, and rapeseed oil.

**Dairy and Dairy Substitute Products:** These products include hard and semi-hard cheeses (parmesan, edam, kashkaval and emmental), molded cheeses (brie, camembert and danablu), feta, Bulgarian cheese, butter, butter spreads, margarine, melted cheese, cheese alternatives, condensed milk, and others.

**Dried Fruit, Nuts, and Beans:** These products include figs, apricots, prunes, papaya, pineapple, sunflower seeds, walnuts, pine nuts, cashew nuts, and peanuts.

**Other Products:** These products include instant noodle soups, coffee creamers, lemon juice, halva, Turkish delight, cookies, vinegar, sweet pastry and crackers, sauces, corn flour, pastes, rice, rice sticks, pasta, spaghetti and noodles, breakfast cereals, corn flakes, instant coffee, rusks, coconut milk, and ouzo.

## Manufacturing Segment

The company manufactures, markets, and distributes a line of approximately 400 Mediterranean style chilled salads. The products are manufactured in its logistics center at the industrial zone in Barkan, Israel and are distributed across the country and to various clients abroad. These products are sold in various sizes and types of receptacles and are intended for use by the individual consumer, as well as by the institutional consumer food markets. The principal products in the manufacturing segment product line are chilled salads, including hummus, tehina, avocado, eggplant, potato, carrot, tomato, egg, red beet, hot pepper, cabbage, olive, tuna, mushrooms, cherub, coleslaw, and ikra salads.

## Customers

The company's customers generally fall within one of the following two groups: retail supermarket chains in the organized market, and private supermarket chains, mini-markets, wholesalers, food manufactures, institutional consumers, such as catering halls, hotels, hospitals and food service companies and food producers, and customers in the Palestinian Authority. Its major customers include Shufersal Ltd. (including the chains: Shufersal Deal, Shufersal Big, Shufersal Sheli, Shufersal, Yesh, and Katif); Blue Square Israel Ltd. (which also includes MegaCenter, MegaBool, and Shefa Shuk); and Co-Op Israel (which also includes Co-Op Jerusalem, Mister Zol, Pashut Zol, and M.M.N).

## Suppliers

The company purchases food products from approximately 250 suppliers located in Israel and worldwide, including from the Far East (China, India, the Philippines and Thailand), eastern Europe (Hungary, Poland and Bulgaria), South America (Argentina, Ecuador and Costa Rica), the United States, western and northern Europe (the Netherlands, Belgium, Germany, Sweden, Denmark and France), and southern Europe (Spain, Portugal, Italy, Turkey, Greece, and Cyprus). Its major supplier includes Arla Foods a.m.b.a.

## Competition

The company's competitors include Shemen, Tet-Bet, and Solbar with respect to edible oils; Fodor (Starkist and Yona), Posidon and Williger of the Neto Group, Filtuna, the new Vita Pri HaGalil; and Shastowitz with respect to fish products; the new Vita Pri HaGalil, Yachin-Zan laKol, Williger of the Neto Group, Alaska. and Johnson with respect to canned vegetable and canned fruit products; Osem, Barila, the new Vita Pri HaGalil, Williger of the Neto Group, and Tomer with respect to pasta products; Tnuva, Tara, Strauss, Siman, Machlvot Gad, and Meshek Zuriel with respect to dairy and dairy substitute products; and Strauss, Osem, Miki's salads, Mashani, and Yad-Hamelech salads with respect to chilled salads.

## History

The company was founded in 1994. It was formerly known as G. Willi-Food Ltd. and changed its name to G. Willi-Food International Ltd. in 1996.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

## Contents

RESEARCH METHODOLOGY

DISCLAIMER

### **1. G. WILLI FOOD-INTERNATIONAL LTD. COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

### **2. G. WILLI FOOD-INTERNATIONAL LTD. BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### **3. G. WILLI FOOD-INTERNATIONAL LTD. SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### **4. G. WILLI FOOD-INTERNATIONAL LTD. FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. G. WILLI FOOD-INTERNATIONAL LTD. COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. G. Willi Food-International Ltd. Direct Competitors
- 5.2. Comparison of G. Willi Food-International Ltd. and Direct Competitors Financial Ratios
- 5.3. Comparison of G. Willi Food-International Ltd. and Direct Competitors Stock Charts
- 5.4. G. Willi Food-International Ltd. Industry Analysis
  - 5.4.1. Commercial Services and Supplies Industry Snapshot
  - 5.4.2. G. Willi Food-International Ltd. Industry Position Analysis

## **6. G. WILLI FOOD-INTERNATIONAL LTD. NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. G. WILLI FOOD-INTERNATIONAL LTD. EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. G. WILLI FOOD-INTERNATIONAL LTD. ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. ISRAEL PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors

## 9.6. Legal Factors

## **10. G. WILLI FOOD-INTERNATIONAL LTD. IFE, EFE, IE MATRICES<sup>2</sup>**

10.1. Internal Factor Evaluation Matrix

10.2. External Factor Evaluation Matrix

10.3. Internal External Matrix

## **11. G. WILLI FOOD-INTERNATIONAL LTD. PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. G. WILLI FOOD-INTERNATIONAL LTD. VRIO ANALYSIS<sup>2</sup>**

## **APPENDIX: RATIO DEFINITIONS**

## **LIST OF FIGURES**

G. Willi Food-International Ltd. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit

Profit Margin Chart

Operating Margin Chart

Return on Equity (ROE) Chart

Return on Assets (ROA) Chart

Debt to Equity Chart

Current Ratio Chart

G. Willi Food-International Ltd. 1-year Stock Charts

G. Willi Food-International Ltd. 5-year Stock Charts

G. Willi Food-International Ltd. vs. Main Indexes 1-year Stock Chart

G. Willi Food-International Ltd. vs. Direct Competitors 1-year Stock Charts

G. Willi Food-International Ltd. Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.



## List Of Tables

### LIST OF TABLES

G. Willi Food-International Ltd. Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
G. Willi Food-International Ltd. Key Executives  
G. Willi Food-International Ltd. Major Shareholders  
G. Willi Food-International Ltd. History  
G. Willi Food-International Ltd. Products  
Revenues by Segment  
Revenues by Region  
G. Willi Food-International Ltd. Offices and Representations  
G. Willi Food-International Ltd. SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
G. Willi Food-International Ltd. Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
G. Willi Food-International Ltd. Capital Market Snapshot  
G. Willi Food-International Ltd. Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Commercial Services and Supplies Industry Statistics

G. Willi Food-International Ltd. Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
G. Willi Food-International Ltd. Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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