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Market Monitor - Gaza

WFP Palestine Food Security Analysis

July 2025

Key findings - Gaza Strip

- The situation of Gaza's market deteriorated during the second half of July to the **worst** it's been since the start of the conflict; prices soared to unprecedented levels and almost all essential food items went **missing** from the markets.
- As of 23 July, more than two million people in the Gaza Strip have been squeezed into less than **45 square kilometers**, the size of Gaza city, while **88 percent** of the territory now falls within Israeli-militarized zones or has been placed under displacement orders.
- The price of wheat flour decreased again during the fourth week of July with the entry of aid trucks, stabilizing at **45-55 NIS** per KG after reaching unprecedented levels of high prices the week before. The price of flour however continues to change **unexpectedly** all the time, for example the morning of July 27, the price of wheat flour suddenly dropped to **35 NIS** per KG in Gaza city before bouncing back in the evening to **45 NIS** per KG, which reflects that any current prices in the Gaza market are subject to change at any moment.
- The **daily** and at times **hourly fluctuation** of wheat flour prices are due to the **lack of steady food availability**, and wheat flour in particular as the key staple, and **lack of functionality** of the markets. That is why sustained, large-scale deliveries are **urgently** needed to stabilize essential food items availability, pricing, and affordability.
- Sugar continues to be one of the most **expensive** food items with the price of one KG reaching as high as **600 NIS**, which made most people resort to buying just **15 grams for 10 NIS** due to its very high price.
- Cash withdrawal fee remained very high at **45 percent** - so when a person receives 1,000 NIS online, they only actually get 550 NIS. The **lack of cash supply and liquidity** in the market, and the **lack of available commodities** in the markets, means a **premium** is put on seeking to access physical cash through commission fees, particularly as suppliers are more reluctant to accept digital payments in the current challenging market conditions
- In July, **dietary diversity deteriorated even further**, representing **the worst observed since the start of the conflict**. This ongoing and severe decline reflects an **unprecedented breakdown in access to diverse and nutritious foods**, deepening the population's state of acute food insecurity.
- **The proportion of households relying on humanitarian aid as their primary source of food has declined due to the limited entry of assistance**, while markets remain an unreliable alternative because of severe shortages and sharply rising prices.
- Cooking gas is nearly unavailable, **forcing two-thirds of households to burn waste for food preparation**, which poses significant health and safety risks.

Food diversity - Gaza Strip

By July 2025, food consumption in Gaza had fallen to a critical low, with dietary diversity collapsing to its **worst** level since the conflict began. Although conditions had already declined in April and May and worsened sharply in June, July marked an **unprecedented deterioration** as shown in figure 2 below. The prolonged closure of crossings, escalating military operations since March, soaring food prices, and the severely limited entry of humanitarian and commercial supplies have drastically restricted access to even the most basic food items. By this point, **food diversity had almost completely disappeared**:

- Dairy products have remained **unavailable** since their complete collapse in June, dropping from a pre-conflict average of four days of consumption per week to none.
- Vegetable intake has fallen to only **half a day per week**, compared to six days before the conflict, while fruit consumption has become **nonexistent**.
- Protein sources, such as meat, poultry, and eggs have **disappeared** entirely from household diets, down from an average of three days per week prior to the conflict.
- Only pulses and bread remain **somewhat available**. Pulses are still consumed about four days per week, similar to pre-conflict levels. However, bread consumption has **declined** to just three days per week; less than half the pre-conflict average of seven days.

Fig 1. Pre-conflict average food consumption

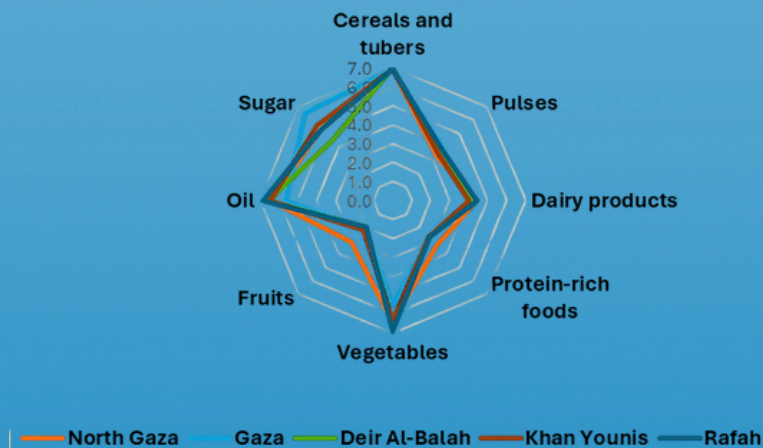
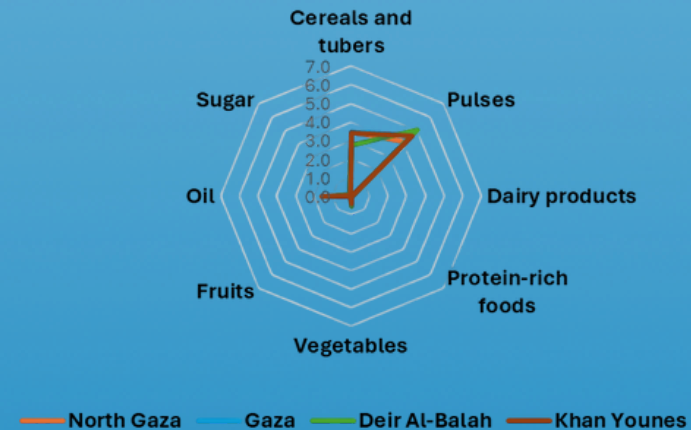


Fig 2. July 2025 Average food consumption



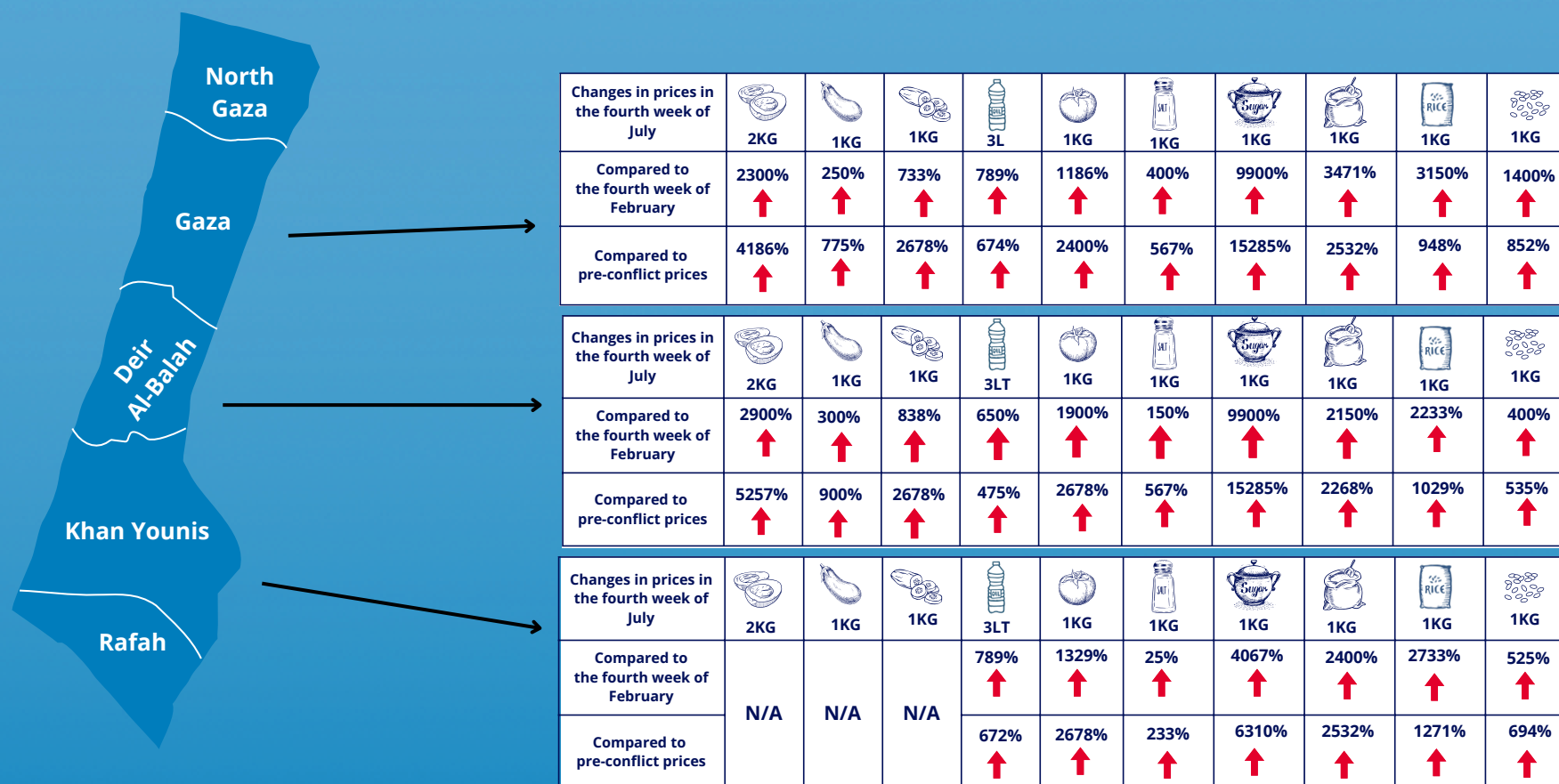
Food Availability - Gaza Strip



Even with mounting international pressure to allow aid convoys into the Gaza Strip; there is still a **severe shortage** in the number of commercial and aid trucks allowed to enter the Strip. The resultant level of desperation has seen all of the limited number of trucks entering **looted**. This severe shortage is contributing to the **very high increase** in prices and the very limited availability of goods in the markets

Price changes for food items

- With the continued **restricted movement** through border crossings, the amount of food entering the Strip remains **below requirements** for the population. Additionally, the constant **looting** of aid convoys means that the number of aid convoys that manage to reach their destination is very small to non-existing; causing the prices to increase very rapidly with very limited availability.
- Food prices continued to rise sharply, increasing by **25 percent** to as much as **9,900 percent** compared to ceasefire levels and by **233 percent** to **15,285 percent** compared to pre-conflict levels.
- The market continues to experience **significant shortages** of essential food commodities, with almost all stores running out of goods.

















MAP KEY

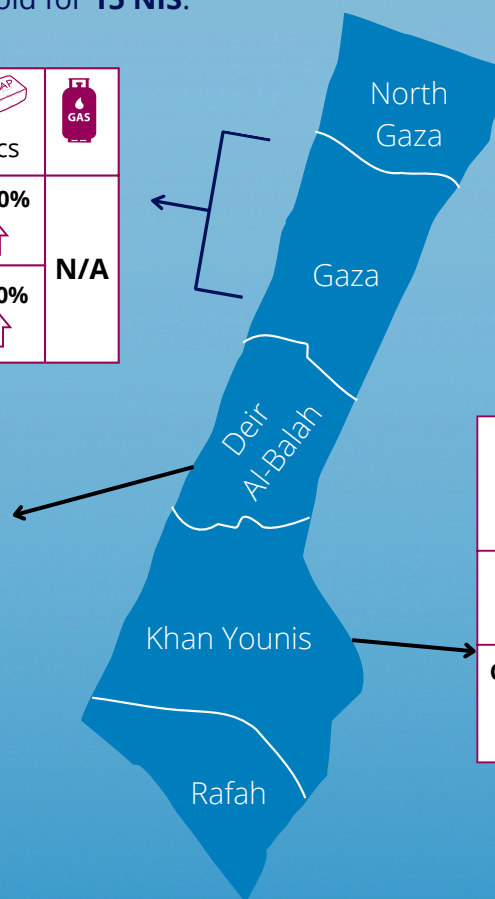









PRICE CHANGES FOR NON FOOD ITEMS

- Non-food item prices continued to increase significantly, with the very limited entry of aid trucks **not improving availability of items or decreasing prices**.
- The price increases ranged from as low as **25 percent** to as high as **2300 percent** compared to ceasefire prices (Feb, 2025). And from as low as **47 percent** to as high as **3179 percent** compared to pre crisis levels, (Sep, 2023).
- Official cooking gas distribution is still **suspended**, with Diesel and Gasoline also almost largely unavailable in the markets with and only found in **small quantities** in the black market for **100-130 NIS/Liter**.
- Baby diapers prices noticeably increased this month by as high as **2300 percent** compared to ceasefire prices and by as high as **3179 percent** compared to pre crisis levels, with one diaper sold for **15 NIS**.

Changes in prices in July 2025	 1KG	 1L	 40Pcs	 100ml	 1Pcs	 1Pcs	
Compared to February 2025	250% ↑	300% ↑	1500% ↑	40% ↑	400% ↑	650% ↑	N/A
Compared to pre-conflict prices (Sep-2023)	600% ↑	1746% ↑	2122% ↑	67% ↑	275% ↑	500% ↑	N/A

Changes in prices in July 2025	 1KG	 1L	 40Pcs	 100ml	 1Pcs	 1Pcs	
Compared to February 2025	250% ↑	420% ↑	1500% ↑	50% ↑	150% ↑	733% ↑	N/A
Compared to pre-conflict prices (Sep-2023)	775% ↑	1900% ↑	1920% ↑	107% ↑	264% ↑	1150% ↑	N/A



Changes in prices in July 2025	 1KG	 1L	 40 Pcs	 100 ml	 1Pcs		
Compared to February 2025	133% ↑	333% ↑	2300% ↑	25% ↑	150% ↑	733% ↑	N/A
Compared to pre-conflict prices (Sep-2023)	600% ↑	1900% ↑	3179% ↑	47% ↑	317% ↑	1150% ↑	N/A

MAP KEY



Sanitary pads



Firewood



Diapers



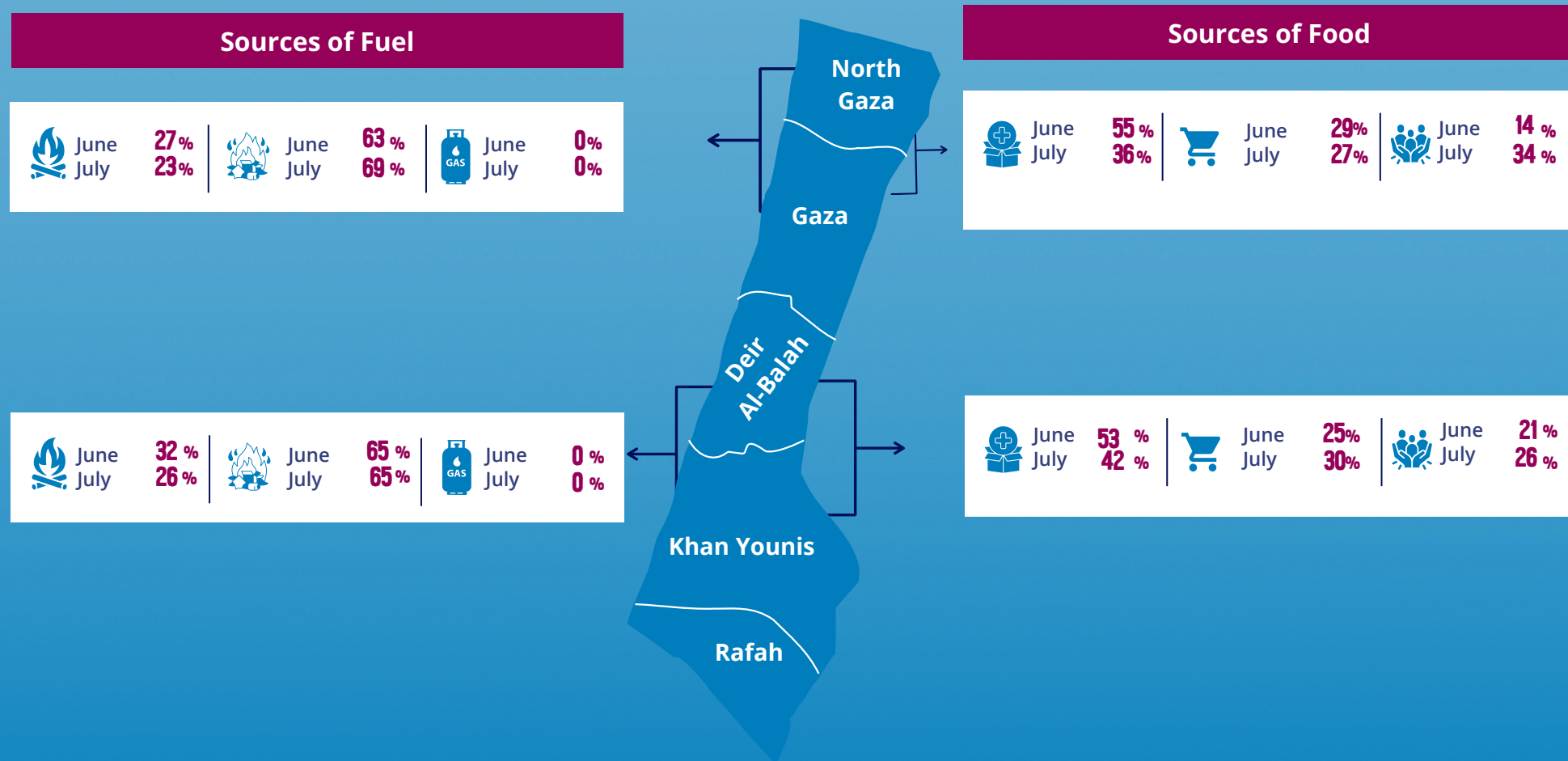
cleaning products



Toothpaste

MAIN FOOD & ENERGY SOURCES - GAZA STRIP

- The proportion of households relying on humanitarian aid as their primary source of food has declined due to the **limited entry of assistance**, while markets remain an unreliable alternative because of severe shortages and sharply rising prices.
- Cooking gas is nearly unavailable, **forcing two-thirds of households to burn waste for food preparation**, which poses significant health and safety risks.



MAP KEY



Humanitarian aid



Assistance from friends & family



Waste burning



Cooking gas



Market



Firewood

Access to the market

- As of July 2025, **most households across the Gaza Strip reported extreme difficulties in accessing markets**: 66 percent in North Gaza, 72 percent in Gaza City, 82 percent in Deir al-Balah, and 76 percent in Khan Younis were unable to reach markets.
- More than **95 percent of households that reported being unable to reach markets are facing severe financial hardship due to a lack of cash**. Additionally, 57 percent of them **stated that skyrocketing food prices have left them unable to afford even basic items**.
- Access to food has severely deteriorated, as all surveyed households reported that food access declined further in July compared to June. On average, households were consuming only one meal per day. **Over 90 percent reduced both the number and size of daily meals**, while **more than 60 percent restricted adults' food intake each day to prioritize feeding children**.
- During the 30 days prior to the survey, **97 percent of households reported going to bed hungry**, with 85 percent experiencing this more than ten times. Additionally, **89 percent said they had completely run out of food in their homes due to lack of resources**, with 75 percent experiencing this more than ten times. About **39 percent reported going an entire day without eating at least once during this period**.
- Alarming, **79 percent of households reported facing safety risks while trying to obtain food**.

Market functionality

- Despite the **very limited** number of aid and commercial convoys entering Gaza, only a small number of trucks are reaching their destinations due to **looting and unsafe roads**.
- **Retailers in Gaza face severe shortages**, with stock levels down by 95 percent in North Gaza, by 83 percent in Gaza city, by 89 percent in Khan Younis, and by 43 percent in Deir Al-Balah. 50 percent of shops have no suppliers, and 42 percent indicated that the restocking costs are too high.
- 98 percent of shops in North Gaza reported ongoing **price fluctuations**, along with 86 percent of shops in Gaza City, 94 percent in Khan Younis, and 70 percent in Deir Al-Balah; **this price instability makes it harder for people to purchase and for shops to keep essential goods in stock**.
- **The ongoing severe shortage of cash liquidity is disrupting market operations**, with more than 90 percent of surveyed shops reporting cash shortages, this cash shortage prevents many retailers from restocking or paying their suppliers.
- The fee for receiving foreign remittances or for paying for items in the market using credit cards in the Gaza Strip has risen to an all-time high rate of **45-50 percent**, creating an extra burden for the already financially exhausted population.
- **Most shops currently hold less than 40 percent of their stock capacity**, with many below 20 percent. Essential items are in very short supply, prices continue to rise, and the supply chain is under severe pressure, **highlighting the Gaza market's fragility and its risk of collapse**.

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ANNEX A

Market prices in Gaza Strip¹

Gaza governorate

Table 1: Prices of Key food Commodities in Northern Governorates (NIS)

Item	Unit	Sep 23- Pre- crisis	First half of Jan 2025 (Before Ceasefire)	Fourth week of Feb 2025 (before the closure of the crossing)	First week of Mar 2025 (After closure)	Second Week of July	Third Week of July	Fourth Week of July	Fourth Week of July/Third Week of July	Fourth Week of July/Fourth week of Feb	Fourth Week of July 2025/ Pre- crisis (Sep 2023)
Chickpeas	1 KG	5.4	35	4	5	35	60	50	-17%	1150%	826%
Cucumbers	1 KG	2.7	70	9	18	N/A	65	75	15%	733%	2678%
Dry fava beans	1 KG	7.0	18	7	12	20	25	30	20%	329%	329%
Eggplants	1 KG	4.0	67	10	20	N/A	45	35	-22%	250%	775%
Eggs	2 KG	14.0	405	25	30	540	600	600	0%	2300%	4186%
Egyptian rice	1 KG	6.2	15	2	3	N/A	70	65	-7%	3150%	948%
Flour	25 KG	47.5	45	35	70	1250	1500	1250	-17%	3471%	2532%
Lentils-Brown	1 KG	6.3	15	4	7	40	55	60	9%	1400%	852%
Red-Lentils	1 Kg	5.0	3	1	2	30	55	55	0%	5400%	1000%
Potatoes	1 KG	2.5	35	6	18	40	55	60	9%	900%	2300%
Dry onions	1 KG	3.2	43	6	10	N/A	120	80	-33%	1233%	2400%
Sunflower oil	3 L	31.0	120	27	30	180	240	240	0%	789%	674%
Tomatoes	1 KG	3.6	55	7	11	60	80	90	13%	1186%	2400%
Salt	1 KG	1.5	2	2	4	10	10	10	0%	400%	567%
Sugar	1 KG	3.9	35	6	8	300	500	600	20%	9900%	15285%

¹ The price comparison covers the pre-crisis prices in September 2023, the ceasefire phase in the fourth week of February 2025, and the fourth week of July 2025.

Table 2: Prices of Key non-food items in Northern Governorates (NIS)

Item	Unit	Sep 23	Feb 25	Apr 25	May 25	June 25	July 25	July 25 / June 25	July 25 / Feb 25	July 25 / Sep 23
Energy										
Wood	1 KG	1.0	2.0	4.0	4.0	6.5	7.0	8%	250%	600%
Coal	1 KG	4.0	15.0	20.0	20.0	30.0	30.0	0%	100%	650%
Charging from solar Energy	1 hour	N/A	1.0	1.0	1.0	1.0	1.0	0%	0%	N/A
Cooking Gas	1 KG	5.9	50.0	300.0	300.0	N/A	N/A	N/A	N/A	N/A
Diesel	1 Liter	6.5	30.0	65.0	65.0	75.0	120.0	60%	300%	1746%
Gasoline	1 Liter	6.8	N/A	N/A	N/A	90.0	N/A	N/A	N/A	N/A
Hygiene Items										
Sanitary Pads	16 pads	4.0	3.0	8.0	8.0	8.0	15.0	88%	400%	275%
Baby Diapers	Cartoon (40 diapers)	18.0	25.0	70.0	70.0	320.0	400.0	25%	1500%	2122%
Toilet Paper	1 roll	1.0	2.0	5.0	5.0	12.0	15.0	25%	650%	1400%
Detergent	1 Liter	6.5	15.0	25.0	25.0	40.0	20.0	-50%	33%	208%
Tissues	1 pack	2.0	5.0	15.0	15.0	20.0	25.0	25%	400%	1150%
Toothpaste	100 ml	4.2	5.0	5.0	5.0	7.0	7.0	0%	40%	67%
Toothbrush	1 brush	2.0	1.0	2.0	2.0	2.0	2.0	0%	100%	0%
Hair Shampoo	750 ml	9.0	15.0	25.0	25.0	40.0	70.0	75%	367%	678%
Bleach (chlorine)	1 Liter	1.5	7.0	15.0	15.0	20.0	20.0	0%	186%	1233%
Hand Soap	1 Piece	2.5	2.0	5.0	5.0	10.0	15.0	50%	650%	500%
Medical Items										
Paracetamol	12 pills	3.0	3.00	5.00	5.00	5.0	5.0	0%	67%	67%
Iodine Solution	120 ml	7.0	10.00	10.00	10.00	10.0	15.0	50%	0%	114%
Other										
Drinking Water	1.5 Liter	1.0	3.0	7.0	7.0	12.0	15.0	25%	400%	1400%
Tent	24 M2	N/A	500.0	N/A	N/A	1500.0	1000.0	-33%	100%	N/A

Deir Al Balah***Table 3: Prices of Key food Commodities in Deir Al-Balah (NIS)***

Item	Unit	Sep 23- Pre- crisis	First half of Jan 2025 (Before Ceasefire)	Fourth week of Feb 2025 (before the closure of the crossing)	First week of Mar 2025 (After closure)	Second Week of July	Third Week of July	Fourth Week of July	Fourth Week of July/Thi rd Week of July	Fourth Week of July/Four th week of Feb	Fourth Week of July 2025/ Pre-crisis (Sep 2023)
Chickpeas	1 KG	5.4	18	5	8	25	30	50	67%	900%	826%
Cucumbers	1 KG	2.7	18	8	15	N/A	60	75	25%	838%	2678%
Dry fava beans	1 KG	7.0	15	7	9	20	20	15	-25%	114%	114%
Eggplants	1 KG	4.0	19	10	20	N/A	30	40	33%	300%	900%
Eggs	2 KG	14.0	100	25	35	N/A	N/A	750	N/A	2900%	5257%
Egyptian rice	1 KG	6.2	14	3	3	25	90	70	-22%	2233%	1029%
Flour	25 KG	47.5	500	50	70	1250	1500	1125	-25%	2150%	2268%
Lentils-Brown	1 KG	6.3	20	8	9	40	60	40	-33%	400%	535%
Lentils-Red	1Kg	5.0	15	3	3	30	60	40	-33%	1233%	700%
Potatoes	1 KG	2.5	17	7	20	50	55	50	-9%	614%	1900%
Dry onions	1 KG	3.2	22	5	10	N/A	150	100	-33%	1900%	3025%
Sunflower oil	3 L	31.3	40	24	33	150	195	180	-8%	650%	475%
Tomatoes	1 KG	3.6	17	5	10	60	80	100	25%	1900%	2678%
Salt	1 KG	1.5	14	4	5	10	25	10	-60%	150%	567%
Sugar	1 KG	3.9	12	6	7	200	500	600	20%	9900%	15285%

Table 4: Prices of Key non-food items in Deir Al-Balah (NIS)

Item	Unit	Sep 23	Feb 25	Apr 25	May 25	June 25	July 25	July 25 / June 25	July 25 / Feb 25	July 25 / Sep 23
Energy										
Wood	1 KG	0.8	2.0	5.0	4.0	7.0	7.0	0%	250%	775%
Coal	1 KG	4.0	17.0	25.0	25.0	30.0	40.0	33%	135%	900%
Charging from solar Energy	1 hour	N/A	1.0	1.0	1.0	1.0	1.0	0%	0%	N/A
Cooking Gas	1 KG	5.9	35.0	280.0	N/A	N/A	450.0	N/A	1186%	7527%
Diesel	1 Liter	6.5	25.0	65.0	N/A	85.0	130.0	53%	420%	1900%
Gasoline	1 Liter	6.8	100.0	70.0	N/A	120.0	N/A	N/A	N/A	N/A
Hygiene Items										
Sanitary Pads	16 pads	5.5	8.0	15.0	18.0	20.0	20.0	0%	150%	264%
Baby Diapers	Cartoon (40 diapers)	19.8	25.0	65.0	100.0	320.0	400.0	25%	1500%	1920%
Toilet Paper	1 roll	1.0	3.0	12.0	15.0	16.0	20.0	25%	567%	1900%
Detergent	1 Liter	5.0	15.0	18.0	20.0	25.0	25.0	0%	67%	400%
Tissues	1 pack	2.3	5.0	18.0	N/A	20.0	25.0	25%	400%	987%
Toothpaste	100 ml	5.8	8.0	12.0	10.0	12.0	12.0	0%	50%	107%
Toothbrush	1 brush	4.5	2.0	3.0	3.0	4.0	4.0	0%	100%	-11%
Hair Shampoo	750 ml	4.5	15.0	30.0	30.0	40.0	60.0	50%	300%	1233%
Bleach (chlorine)	1 Liter	3.0	15.0	25.0	20.0	15.0	20.0	33%	33%	567%
Hand Soap	1 Piece	2.0	3.0	8.0	10.0	15.0	25.0	67%	733%	1150%
Medical Items										
Paracetamol	12 pills	4	3.0	4.0	8.0	8.0	8.0	0%	167%	100%
Iodine Solution	120 ml	5	10.0	10.0	10.0	12.0	15.0	25%	50%	200%
Other										
Drinking Water	1.5 Liter	2	3.0	6.0	8.0	10.0	8.0	-20%	167%	300%
Tent	24 M2	N/A	250.0	1000.0	N/A	1800.0	1000.0	-44%	300%	N/A

Khan Younis***Table 5: Prices of Key food Commodities in Khan Younis (NIS)***

Item	Unit	Sep 23- Pre-crisis	First half of Jan 2025 (Before Ceasefire)	Fourth week of Feb 2025 (before the closure of the crossing)	First week of Mar 2025 (After closure)	Second Week of July	Third Week of July	Fourth Week of July	Fourth Week of July/Third Week of July	Fourth Week of July/Fourth week of Feb	Fourth Week of July 2025/ Pre-crisis (Sep 2023)
Chickpeas	1 KG	5.4	17	6	8	30	42	50	19%	733%	826%
Cucumbers	1 KG	2.7	21	8	15	N/A	N/A	N/A	N/A	N/A	N/A
Dry fava beans	1 KG	7.0	17	7	8	15	N/A	N/A	N/A	N/A	N/A
Eggplants	1 KG	4.0	20	11	15	N/A	N/A	N/A	N/A	N/A	N/A
Eggs	2 KG	14.0	105	23	28	N/A	N/A	N/A	N/A	N/A	N/A
Egyptian rice	1 KG	6.2	17	3	5	45	N/A	85	N/A	2733%	1271%
Flour	25 KG	47.5	500	50	70	1000	1375	1250	-9%	2400%	2532%
Lentils-Brown	1 KG	6.3	20	8	9	20	50	50	0%	525%	694%
Lentils-Red	1Kg	5.0	15	3	3	20	50	50	0%	1567%	900%
Potatoes	1 KG	2.5	18	7	22	35	60	55	-8%	686%	2100%
Dry onions	1 KG	3.2	16	5	9	N/A	160	100	-38%	1900%	3025%
Sunflower oil	3 L	31.1	45	27	30	105	180	240	33%	789%	672%
Tomatoes	1 KG	3.6	16	7	10	60	130	100	-23%	1329%	2678%
Salt	1 KG	1.5	14	4	5	10	5	5	0%	25%	233%
Sugar	1 KG	3.9	14	6	7	N/A	250	N/A	N/A	N/A	N/A

Table 6: Prices of Key non-food items in Khan Younis (NIS)

Item	Unit	Sep 23	Feb 25	Apr 25	May 25	June 25	July 25	July 25 / June 25	July 25 / Feb 25	July 25 / Sep 23
Energy										
Wood	1 KG	1.0	3.0	5.0	5.0	7.0	7.0	0%	133%	600%
Coal	1 KG	6.3	15.0	20.0	25.0	100.0	N/A	N/A	N/A	N/A
Charging from solar Energy	1 hour	N/A	1.0	1.0	1.0	1.0	1.0	0%	0%	N/A
Cooking Gas	1 KG	5.9	35.0	300	N/A	N/A	N/A	N/A	N/A	N/A
Diesel	1 Liter	6.5	30.0	60.0	100.0	80.0	130.0	63%	333%	1900%
Gasoline	1 Liter	6.8	120.0	300.0	130.0	100.0	N/A	N/A	N/A	N/A
Hygiene Items										
Sanitary Pads	16 pads	4.8	8.0	12.0	17.0	18.0	20.0	11%	150%	317%
Baby Diapers	Cartoon (40 diapers)	18.3	25.0	75.0	90.0	280.0	600.0	114%	2300%	3179%
Toilet Paper	1 roll	1.8	3.0	7.0	10.0	20.0	30.0	50%	900%	1567%
Detergent	1 Liter	5.0	15.0	40.0	40.0	30.0	20.0	-33%	33%	300%
Tissues	1 pack	2.3	5.0	12.0	N/A	30.0	N/A	N/A	N/A	N/A
Toothpaste	100 ml	6.8	8.0	8.0	10.0	10.0	10.0	0%	25%	47%
Toothbrush	1 brush	1.5	2.0	4.0	4.0	5.0	5.0	0%	150%	233%
Hair Shampoo	750 ml	12.5	15.0	25.0	30.0	60.0	75.0	25%	400%	500%
Bleach (chlorine)	1 Liter	1.5	15.0	18.0	20.0	25.0	25.0	0%	67%	1567%
Hand Soap	1 Piece	2.0	3.0	7.0	8.0	15.0	25.0	67%	733%	1150%
Medical Items										
Paracetamol	12 pills	1.0	8.0	5.0	5.0	5.0	10.0	100%	25%	900%
Iodine Solution	120 ml	3.0	10.0	10.0	10.0	10.0	15.0	50%	50%	400%
Other										
Drinking Water	1.5 Liter	2.0	5.0	N/A	8.0	10.0	10.0	0%	100%	400%
Tent	24 M2	N/A	N/A	900.0	1900.0	1300	1600	23%	N/A	N/A