

# Drinking Milk Products in Israel

September 2023

**Table of Contents** 

## Drinking Milk Products in Israel - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Price-controlled milk prices rise

Plant-based milk continues to increase the pressure on dairy milk

Flavoured milk drinks continues to feel the burn of the health and wellness trend

#### PROSPECTS AND OPPORTUNITIES

Price rises to dampen the demand for drinking milk products

Remilk is expected to offer resistance to the rise of plant-based milk

Leading player taps into shift to carton packaging of milk

#### **CATEGORY DATA**

- Table 1 Sales of Drinking Milk Products by Category: Volume 2018-2023
- Table 2 Sales of Drinking Milk Products by Category: Value 2018-2023
- Table 3 Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023
- Table 4 Sales of Drinking Milk Products by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Drinking Milk Products: % Value 2019-2023
- Table 6 LBN Brand Shares of Drinking Milk Products: % Value 2020-2023
- Table 7 Distribution of Drinking Milk Products by Format: % Value 2018-2023
- Table 8 Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028
- Table 9 Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028
- Table 10 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028
- Table 11 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

## Dairy Products and Alternatives in Israel - Industry Overview

#### **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

## MARKET DATA

- Table 12 Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 16 Penetration of Private Label by Category: % Value 2018-2023
- Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 - Research Sources

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