

Health and Wellness in Israel

December 2023

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EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW Soft Drinks in Israel

KEY DATA FINDINGS

2022 DEVELOPMENTS

New tax on sugary drinks drives sales of bottled water in 2022

No sugar is the leading claim in health and wellness soft drinks in 2022

Immune support gaining interest as a claim in health and wellness soft drinks in 2022

PROSPECTS AND OPPORTUNITIES

The newly introduced sugar tax stimulates consumer demand for low sugar and no added sugar alternatives

No added sugar to register the strongest performance in health and wellness soft drinks over the forecast period

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Introducing more local products and flavours to attract consumers to health and wellness snacks

Gluten free is the leading claim in health and wellness snacks, with rising popularity contributed by the pandemic

High protein performs well due to rising consumer awareness of the link between diet and health

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

Drinking yoghurt continues to benefit from the health trend and the resumption of on-the-go lifestyles in the wake of the pandemic

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PROSPECTS AND OPPORTUNITIES

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Gluten free is the most popular health and wellness claim in health and wellness staple foods in 2022

High protein is the best performing claim in health and wellness staple foods in 2022

PROSPECTS AND OPPORTUNITIES

Nutritional information increasingly key to consumer food choices over the forecast period, alongside premiumisation, the drive for convenience and sustainability

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